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THERE ARE IDEAS FOR YOUR FALL CAMPAIGN IN THIS ISSUE

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SEPTEMBER, 1913

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue



The Big Field of Indoor Electric Sign Business  
Is Opened for You by Federal Miniature Signs

**“DO IT ELECTRICALLY”**

DO IT NOW IN YOUR OWN OFFICE

**Federal Sign System, (Electric)**

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Trim your windows with Toaster-Stoves and Westinghouse Pot Type Percolators, and watch the people.

## Westinghouse Electric & Mfg. Co.

East Pittsburgh, Pa.  
Offices in 45 American Cities







# ELECTRICAL MERCHANDISE

## SELLING ELECTRICITY

VOLUME XII SEPTEMBER, 1913 NUMBER 9

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## You Can Send

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to a prospect for 10 months for the cost of one salesman's visit. Ten months of consistent influence will accomplish more than one "missionary call."

Send "*Electric Service*" to your residence prospects and every home that can afford a bigger bill.

It makes friends.

It brings the women to your display room.

It sells appliances and wires new customers.

It is a monthly message from the central station. Furnished with your company name on cover. Write for back issues.

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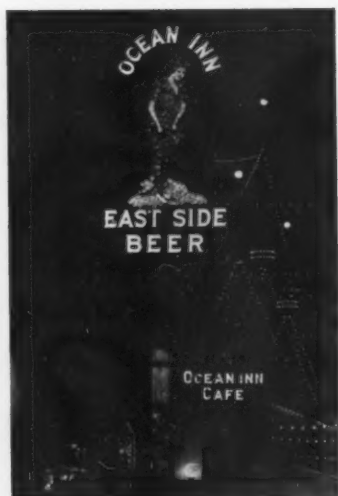
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# Two New Signs

## *Individuality*

Recently Installed at Venice, the Atlantic City of the Pacific Coast



This Bathing Girl---all in red---is the trademark of the Ocean Inn Cafe; there are paintings of her all around the place. We built the sign and reproduced her picture exactly---18 feet high. Her face is brought out by the shadow effects of our new Tucker-Leech invention. The girl's skirt blows and water rushes over her feet. The sign stands on the Million Dollar Pier.



The Hotel Edmund and Stein signs are at Ocean Park, the next beach. The face on the stein frowns, then smiles, and as the smile comes, the beer foams and runs over the side.

These are just two examples of  
Greenwood *Individuality*

We can translate almost any picture or message into an electric sign that sells goods.

Our big sign factories deliver wherever railroads run. We extend *real* cooperation to the central station. Put it up to the nearest factory.

Two Factories

Two Factories

GREENWOOD ADVERTISING COMPANY

GREENWOOD ADVERTISING COMPANY (WESTERN)

KNOXVILLE, TENN.

LOS ANGELES, CALIF.



# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

## The Cost of Being Afraid

*The Municipal Ownership Monster Is Living on the Fear of Central Station Men — A Few Facts That Show Why and How to Hit Back*

By FRANK B. RAE, JR.



N theory, municipal ownership is irrefragable.

In practice, it is a dismal failure.

Why?

We all know the answer: the incompetence of municipal management.

I use the word incompetence: as a matter of fact there are several shorter and uglier words that apply in the great majority of cases. Municipal operations are openly considered a legitimate opportunity for excess profits by those who participate in them. Labor expects to serve less hours at larger pay than it could get for similar service under private management. Bidders on municipal, county and state supplies and materials expect a larger percentage of profit because that profit in most cases must be divided. In England the published schedule for union bricklayers requires that 00% fewer bricks be laid per hour on public than on private jobs. In half the counties of America will be found road-making machinery which has been paid for at double the price you or I would be asked to pay.

We all know these things. The public knows them. Yet when the subject of municipal ownership is raised in any community, the agitators seem always to have the whip hand: the private company is always on the defensive. No question of the politicians' motives is raised, but the private corporation's selfishness and greed are the subject of lurid headlines and much vindictive oratory. The profits of private management are magnified a hundred-fold: the waste and worse of municipal management is never brought into the discussion.

Why?

Without knowing very much about it technically, I have always understood that there are two great schemes of warfare. One of these was devised by our old friend Quintus Fabius Maximus, along about 215 B. C., and was worked out to the considerable disgust of one Hannibal in the uplands north of Rome. This scheme consists in taking to the tall timber — a warfare of defense. The other school of generalship had its first practical expounder in Cain, whose clinching argument was a club, vigorously applied. A popular Ameri-

can interpreter of this scheme of warfare was the Confederate General . . . . . who expressed it as "getting thar fustest with the mostest men."

It seems to me that three-fifths of the trouble we have had with municipal ownership has been due to the adoption by the electrical industry of the Fabian policy. We have been content to go on the defensive, to attempt to deny or refute the accusations hurled at us, to endeavor to justify actions some of which may very well be unjustifiable, and in general to act as though the bar of public opinion were the bar of justice where lawyer-made rules of evidence and technical evasions prevail over rules of reason and good, old common-sense. We have considered discretion so much the better part of valor that we seldom begin to fight until we are well and thoroughly licked. Our chiefest weapon has been, and is, the cyclone cellar.

Now, it is my humble opinion that this is all wrong. At least, it would seem as though the other scheme of warfare might very well be given a trial. Granting that old Fabius, by his exhibition of foot-work, prevented Hannibal from conquering Rome, it must not be forgotten that he lost out in the popular election and had his command partly taken away. And in later years, if memory serves, it was the loud-mouthed, hard-hitting Scipio who finally eliminated Hannibal by turning the Fabian policy inside out and carrying the war into Africa.

These historical references may be a bit scrambled, but they are right to this extent: they show that the greatest of all defensive generals was unable to win completely, that defensive warfare is unpopular with the masses, and that a man of comparatively moderate talents can win by aggressiveness where a genius at defensive tactics has failed.

But a warfare of aggression depends first of all upon preparedness, and that is just where the central station industry is weak. We have no adequate ammunition. There is plenty of "dope" about municipal ownership, but mighty few facts. There is a superabundance of scholarly arguments, but a dearth of useable figures. We have the material for gentlemanly — and gentle — debate, but we lack the brass knuckles and black-jacks that are the necessary and

proper chop-logic of a rough-and-tumble fight.

Yet such armament is easily available if one but searches it out. It consists simply of the results of thorough and attested investigations into municipal ownership operations everywhere, with a plain explanation of the meaning of the figures. It means a cold analysis of municipal management, an unequivocal statement of municipal expenditures. It means setting forth in plain English the comparison between the proper profits of a corporation and the waste and worse of municipalities. It means showing up the motives which actuate politicians in their advocacy of municipal ownership.

By way of example and as indicating what is specifically needed, let us quote from an engineer's report upon a middle west municipal plant. In this case, the plant had been in operation for years when a reform administration was elected to office. The new officials sought facts and figures regarding the municipal lighting plant to justify themselves and emphasize the errors of the old administration. There was no private interest involved; hence the figures are open to no suggestion of corporate bias. Here are a few general statements in the engineer's preliminary paragraphs:—

"The records of original cost and cost of operation for any period are very incomplete, and without an amount of labor entirely prohibitive in time and cost, I cannot report upon the operation, expense or reduce the operation to cost per kilowatt-hour, for any year prior to 1912. In arriving at the figures given herein, for the operating and other costs and in determining the receipts from the various sources, etc., it has been necessary to compute labor from the time cards of each employee for every day of the year taken; and to obtain the street lighting hours for such year by computing the elapsed time from the daily record of starting and stopping the arc light generators. There are no records from station instruments giving the station output, and to find the kilowatt hours sold and the rate therefor, it was necessary to add the meter readings for each month for the entire year, and to do this for each of the 430 customers of the lighting and power service.

"As stated above, no records whatever of station operation have been kept from

which the cost of production per kilowatt-hour could be determined for any period; or from which it can be shown that the rates charged the municipality for street lighting, or to private consumer for lighting and power are equitable, or whether the plant is making or losing money, upon either class of service furnished by it. All that seems known for certain is that past administrations have at the end of the fiscal year found that for such yearly period the total amount taken in from the sale of electric energy for street lighting, house lighting, power, etc., has or has not exceeded the total amount paid out for coal, labor, and supplies for the plant.

"There are no proper maps of pole lines, and no records of construction from which line, transformer and other losses can be determined, and those losses have not been known, excepting perhaps in a general way by the man in charge of the plant. In fact, there is and has been complete failure to properly keep and compile the information and statistics necessary to report to the City what it owns in the way of plant, what it has cost to install and maintain this plant, what it is earning or losing from the operation of either class of lighting or power, or, in fact, any of the details that a corporation, whether a municipal or a private corporation, should know; not generally, and once a year, but specifically and at any time."

Of course this is what the vaudevillians refer to as "old stuff." We all know that municipal bookkeeping is of a kind that would put any business firm into bankruptcy in short order, but how many times has this point been brought out, specifically and locally, in a municipal ownership fight? How often have the half-truths been exposed? How often has the fight been carried into the enemy's own country and his weakness, extravagance, incompetence and misrepresentation been driven home?

Again, one of the finest little arguments of the municipal ownership advocate is to show that city street lights can invariably be supplied more cheaply by the m.o. plant than by a private corporation. This means saving the taxpayer's money, and is always a trump card. However, in the plant under the microscope, the price paid by the city for its street lights was a purely arbitrary figure having no direct reference to the cost. Arrived at by such methods, the price might have been one dollar or ten. In citing this case—and the case has been cited by the m.o. advocates in many a hard fight—they assume that the \$55 per lamp per year which the city books show is the actual cost of operation. The engineer shows that the actual cost is \$70.75 per lamp per year, thus:

"The present system of street lighting with arc lamps was installed about twenty years ago, and employs the 'open arc' lamp, the type of arc lamp first used for street lighting, and in general use at that date. This type of lamp has been obsolete for a number of years; having been first superseded by the 'enclosed arc' lamp and more recently by the 'magnetite arc' lamp, while at this date the post system of incandescent lamps of high candle power is also being extensively introduced.

"Open arc lamps are supplied with current for their operation from constant current generators of high voltage, a type of machine which is also obsolete, and has been almost entirely superseded by a more modern arrangement for supplying current for arc lighting from the same generators that are employed to operate the commercial lighting and power service.

"For the purpose of ascertaining the cost

to your municipality of the present open arc system of street lighting, the operating cost for the year 1912 has been carefully determined.

"For the year 1912 the cost to the municipal plant for 136 arc lamps burning a total of 2,712 hours was as follows:

|  |            |
|--|------------|
| Interest on investment as                        |            |
| above at 5%                                      | \$1,284.00 |
| Depreciation at 5%                               | 1,159.00   |
| Repairs and Maintenance of station plant         | 619.50     |
| Cost of Electrodes                               | 350.00     |
| Trimming and Inspecting                          | 720.00     |
| Cost of Electric Energy delivered to Lamps @ 3.1 | 5,500.00   |
|  | \$9,632.50 |

Or \$9,632.50 ÷ 136 = \$70.75 per lamp per year,

and for which the City received from the tax payers, \$7,480, or \$55 per lamp per year; or it cost the municipality \$15.75 per lamp per year more than was allowed the plant from the tax funds for 1912."

These are but suggestions of the kind of ammunition any thorough investigation into municipal ownership will reveal, but one more point is worthy of mention. It seems that the town fathers decided that they could not make a showing without more customers on the lines, so a department of house wiring was established which ran the local contractor out of business. The contractor was, of course, a robber, for the municipal electricians were able to do the work at much lower prices. Analysis of the department's work, however, shows that the receipts for wiring were \$888.15 less than the cash paid out by the city for labor and material, allowing nothing for superintendence, bookkeeping, shop rent, interest on money invested in material, etc. In other words a goodly percentage of the town's tax-money was given away as a bonus to people for having their houses wired, yet in spite of this municipal munificence the number of customers connected to the municipal plant is only one in every 19 of population, with receipts of only \$3.50 per capita.

Now these facts are stated, not as showing the absurd results of municipal mismanagement, but as offering the kind of data which should be used by lighting companies wherever they are subject to municipal ownership agitation. It is not enough to prove that a given private corporation is asking a fair price for street lights: we should show that municipal ownership offers no price that is better. It is not enough to prove that the private corporation is working at a fair profit; we should show that the waste and graft of municipal operation is greater than these profits we earn. It is not enough to point out the wonderful development work we all do for the cities we serve: we should show that under municipal ownership the arbitrary low rates are not enough to induce the public voluntarily to employ the service to an extent where the town is benefited civically or commercially.

In short, since the Fabian policy of avoiding battle has not resulted in the destruction of any of the municipal ownership advocates it would seem that an aggressive, hard-hitting campaign to "show up" the misrepresentation, the mismanagement, waste, graft and inefficiency of established municipal ventures would be the more effective policy. And the clinching argument is, "What is there in it for you?" No city's voters will legislate to promote graft if they know it. So long as the fight is all

on the private corporation's shortcomings, the weakness of the populist ideal remains hidden, but once that weakness is exposed and its evil possibilities demonstrated in the light of other cities' experience, there is mighty little for the honestly managed company to fear, from the municipal ownership agitator.

### A Productive Free Iron Campaign in St. Joseph

The St. Joseph (Mo.) Railway, Light Heat & Power Co. recently added a large number of new customers to its lines by the following plan. It offered free with every new house-wiring contract, an electric iron, retailing at \$3.50, the offer holding good only in cases where old houses had been wired for service. One hundred new house-wiring contracts were secured during the two months' campaign, and one hundred irons therefore given away.

However, they had real "comeback" value, since the "moral force" of these irons installed and working in one hundred new homes, in addition to a thirty days' free trial offer which the Company ran as an adjunct to its main campaign, resulted in the placing of a great many additional irons. During the month of June, alone, 594 irons were installed for thirty days' trial, and only a small percentage of them were returned after this time had expired. A horse and wagon were used in every district to facilitate the rapid delivery of the irons.

This campaign proved so successful that the St. Joseph central station is now conducting an "electrical appliance set" campaign. One set consists of a percolator, toaster and an electric disc; the second of a heating pad, curling iron and shaving mug; and the third of an iron, toaster and ironing board. The Company feels that in combining these different appliances it can place them at the same cost and effort it takes to place an electric iron, while, at the same time, the results will be beneficial alike to the customers and the Company.



### Impressive Mazda Advertising

By C. J. ESTERLY,  
Metropolitan Electric Company, Reading, Pa.

We use in our consumer advertising the following two phrases which announce that all our mazda lamps are tested by the Electrical Testing Laboratories, New York City. We believe that this kind of advertising has a good influence, since it not only signifies our intention to stand back of our product, but puts the stamp of authority on it.

"Our lamps are inspected by the Electrical Testing Laboratories, New York City. This insures the best of lamps for the consumer."

"Our mazda lamps must pass the inspection of the Electrical Testing Laboratories, New York City. This insures the best of lamps for the consumer."

This kind of advertising not only impresses the consumer, but it also has impressed The Laboratories, which in their May issue of *Current Notes* call attention to our method of advertising lamp testing service, and enclose a copy of the mazda lamp flier, in which we use the first of the two phrases, with every booklet they send out. Of course, this is in line with the modern idea that cooperative service helps everybody.



# What Makes the Master Salesman?

*A Little Analysis of the Life Insurance Agent and His Selling Genius that Out-Speeds the Central Station Man*

By EARL E. WHITEHORNE

[To speak of the life insurance agent as "The Master Salesman" sounds like a weak joke. Ninety-nine men out of a hundred will curl their lips and laugh. Everybody laughs at the life insurance agent. Everybody calls him a pest. Everybody crosses his fingers when the life insurance man heaves in sight. And yet—and yet—when you come to think of it, every one of these scoffers buys this man's goods, not once, but as often as he can.

Every time a life insurance man starts to talk business, a ready and full-grown prejudice rises up to battle with him. The prospect says, "I know all about it and I don't want any," and starting from there, the life insurance man goes to work and gets an order in the large majority of cases. How does he do it? Would he make as good a central station salesman as he does an insurance man? What is his system? Can't the central station man pick out the winning ideas and apply them to his own job?

This is the season of campaigns for new consumers. Read this article and get the meat that you need. Stand yourself up alongside this life insurance man and analyze for quality.—Editor.]



DON'T care what a man sells,—so long as it is sold universally to the public,—the salesman's problem is always practically the same. If the line is one where an order means the spending of several or many dollars, the whole day-to-day selling game gets down to a process of manipulating human nature. Making a sale ever consists of first, making a good impression on a stranger; second, overcoming his natural reluctance to spend; third, instilling a genuine eager desire for the goods; fourth, deftly and painlessly extracting the actual order; and fifth, gracefully escaping before the prospect's returning reluctance blocks the sale. The central station salesman, campaigning this autumn for house wiring contracts, is confronted by the selfsame obstacles that the life insurance agent, for instance, is facing every day.

Any salesman can learn things from any other salesman, points of strength or weakness; but of course, the life insurance man is a bad case to cite, because we are all prejudiced. Never-the-less, this same ubiquitous "butter-in" has learned more things that the central station man ought to know, and practices more selling arts and sciences that the central station salesman has overlooked, than any other business-getter I know. And the two situations are similar in many ways—

To both every home houses a prospect.

Both men sell something with a string tied to it. The customer knows that once the order is given, he will go on paying for ever—premiums or current bills.

In both cases the prospect has been getting along nicely, thank you, without it.

In both cases, the prospect actually does want to buy, has long believed in it and hoped to be able to, but honestly considers the cost to be beyond his means.

There are a dozen other parallels, which will come to you with surprise as you work them out for yourself.

I was working at my desk one day when in came a life insurance man. He was a small man. He stuttered. He was diffident. He was far from eloquent. I hadn't the least expectation of buying any more insurance, and yet he sold me a policy then and there.

How did he do it?

He simply made me want that extra insurance so badly, made my own conscience go to work for him so hard, that the first thing I knew the application was filled out, my own peculiar signature was on it and an appointment made to go and see the doctor. He was a salesman. I was just a chance prospect. His business was to make me want life insurance—and he did it.

Now, don't misunderstand me. The kind of a life insurance man I'm talking

about is not the chap who has been fired out of three jobs and takes up life insurance because it is the easiest thing at hand. The man who sold me that day, I have since learned, makes just about \$10,000 a year, owns a country home and an automobile. Such a salesman has proved his right to qualify as a pattern for any central station commercial man.

There are two big reasons why this insurance man and the hundreds of others like him have been able to win the rank of Master Salesman—

1. They have learned that absolutely nothing counts, but the signature on the dotted line. That this signature must be won personally by the unaided efforts of the salesman. That the prospect can be landed by the right methods for the case.

2. Every life insurance salesman is backed by a selling system that is the product of evolution in the keenest of competition, and this system provides him with answers to every problem that can possibly arise. It remains for the man to master this system to the point where the ammunition is ever ready, where the range is found by second sight, and the gun shoots straight.

This thing is worth looking into, You Central Station Men. This salesman we're talking about has a ten-times-harder proposition than yours.

You go to these people to sell them comfort and convenience in concrete form, something they know that they will enjoy. The life insurance man goes to these same people and he must sell them abstract security—nothing more. It costs more. Nobody will profit by it in comfort or pleasure until the man he is talking to is dead. The prospect knows that it will mean pay, pay, pay, year after year. And though the insurance agent has the fear-of-death to use as a club, still it is harder to intrude into a man's private affairs and accuse him for not providing for the support of his family, than to urge him to purchase more electric home comforts, that his whole household may enjoy. No man likes to be put on the carpet and lectured by a stranger.

But enough of that—What has this insurance man in his bag o' tricks, that you can use?

In the first place and at the foundation of his whole scheme is absolute conviction that every man needs what he is selling. That is the first thing that is drilled into him by the sales manager of his company, at the first morning meeting he attends. As one manager recently put it—

"You men," he said—"are not working for the company, for your commissions, for anything else but to protect your families. To safeguard your wives and children in the present and future, is actually all that you are striving for. That's the fundamental principle of life insurance, the leading argu-

ment that you will use on your prospects. You can best teach the principle of life insurance to others by first believing in it and practicing it yourselves."

In short, the basic conviction of the life insurance salesman, is that there is no man upon whom he may call, who does not actually need life insurance. If the salesman fails to write a policy it is the salesman's fault "beyond the peradventure of a doubt;" he has simply failed in his salesmanship. The problem is to make the prospect want the protection for his dependants and if he does not buy, it is because the salesman has not used the right psychology and the right arguments.

Have you that mental attitude, Mr. Central Station Man?

No matter how cold and hostile your manner may be, the good insurance man comes at you with his head up and his faith in his errand gives him a big advantage. And here's why he usually wins, sooner or later. To meet every dodge you make, every hastily trumped-up excuse, every insincere contention that you do not want any more insurance, the salesman is ready with an inexhaustible fund of learned-by-heart answers, arguments, illustrations, statistics and comparisons that disarm you and break down your own confidence in your own honest sincerity.

It is just this eager confidence and the able equipment behind it, that has made the insurance man the master salesman that he is. And every thing he has, every trick of argument, every device of preparation, every item of supporting system that makes his strength and his success can be appropriated, applied and utilized by the man who sells for the central station, and to just as good effect.

Let's analyze a little further. If this man has anything you can use, you want it now.

The keystone of the life insurance sales system, is scientific salesmanship, properly limited and applied. Every salesman working for the big progressive companies is obliged to learn by heart a long ritual of explanation, presentation and argument. He is drilled in it, he is perfected in it—and then he is told to use it when he needs it. It is not supposed to be a stereotyped schedule of words to be adopted for general use; it is an assortment of tools well sharpened and ready for work, a set of life-preservers for use in emergencies. There are weak insurance agents who use this "parrot talk" all the time—come one, come all—and they get weak results. The man we are analyzing keeps it all up his sleeve, ready for a quick shake.

When his eyes meet his prospects, he takes a look, just as you do, and he asks himself, "What kind of a critter is this?" He goes after that order in the way that his varied experience, his considerable insight into

human nature, has proved to be the best for this kind of a man. But at any point in the talk, if the prospect baffles him and he needs a minute to think and scheme, he falls right into the parrot-talk ritual, to get breathing space. The parrot-talk arguments are good, they will win in a fair average, but used as reserve ammunition they are the making of the master salesman.

Then the insurance salesman has the "dope."

"No," you say, "I think I'll take my next policy in the Western Mutual." Out comes the "dope book," he turns to this policy you are talking about, he folds over a flap of the dope-book cover and there, side by side, you have every feature of the Western Mutual policy and his own. There are the columns of figures. He points out what he wants to point out. He doesn't point out what he doesn't want to point out. Every figure he quotes, boosts for his own company. There it is in black and white. You can't deny it. You may be suspicious, but you can't beat the system. He is ready with the evidence for every case you can bring up.

Does the average central station salesman carry a book that tells how much more or less it costs to use electric light in a seven-room house for a family of four, as compared with the cost of gas and kerosene—including all such contingent expenses as matches, redecorating, mantles, and chimneys, and average liability for fire losses?

That's the kind of "dope" that the insurance man lays before his prospects.

Does the central station salesman's dope-book show the annual cost of using an electric washing machine for a family of five, with three children, two girls and a boy, and the economy it effects over the hiring of a wash-woman to use the antiquated wash-board?

Does the central station salesman's dope-book give similar figures on the electric suction sweeper, compare the cost and value of vacuum cleaner and sweeper type machines, and show where each is best?

Does it give any figures on the electric flatiron versus the gas iron, reckoning in all factors?

Does it show any figures on house-cleaning an eight room dwelling by electric methods as compared with the take-it-out-and-beat-it method?

Does it give comparative price and consumption figures on all types of electric household appliances, and data on reliability under differing conditions of service?

That's the kind of support the life insurance salesman's "system" gives him.

An insurance man I know, recently called on the president of a big manufacturing plant. He had never met him, in fact he knew nothing about him. He simply presumed that the man had money enough to buy insurance if he wanted to. He went around to make him want it. He ran against this argument.

"No more insurance now," said the president. "I won't spend an unnecessary cent until I know what is going to happen with that Tariff Bill. If things go wrong, I stand to lose two hundred thousand dollars."

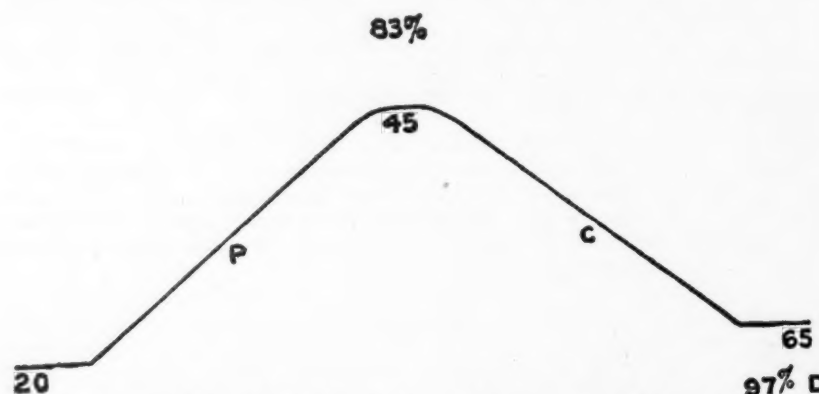
"I'll bet you made that investment after you were 45 years old," said the salesman.

"How do you know that?" was the quick answer.

The insurance man pulled out of his pocket a card with this diagram drawn on it. "Life is like a hill," he said. "Here is a curve made from United States Government statistics. The years from 20 to 45 are the years of production. At the age of 45 the government finds that 83 per cent of men are self-supporting and have made some

provision for a rainy day. The years from 45 to 65 are the years of caution, the years of declining judgment. The statistics show that at the age of 65, actually 97 per cent of these same men are either dependent on their daily efforts or upon their family for

This salesman simply took advantage of the psychological state which he knew to be dominating the minds of all the friends of the man who was gone. The central station salesman can turn to account the influence of every case of murder-by-burglars, every



The insurance-man's "hill of life." It is based on Government statistics, and makes a powerful argument which the salesman uses to the utmost.

their own support. The rest of them have lost their savings during these years of impaired judgment."

"I don't believe it," said the manufacturer. "I'm over 65 years old. Lots of my friends are. Those figures are wrong."

"How many employees have you?" asked the salesman.

"Four hundred, about."

"Alright," was the reply. "You are one of the 3 per cent who retain their money after the 65th year. In your own office beneath your eyes, are 400 other men, the greater number of whom you know will be among the dependent majority. That's why I said that you had made that investment after the age of 45. You may make other bad investments. Better insure yourself and your family—"

He sold this man a policy. It is a good example of the kind of ammunition the good life insurance salesman carries with him, and the facility with which he uses it. This same "hill of life" frightens many an uninsured man into signing an application. It sobers any man who has passed the age of 30, without insurance for those he loves best.

Now, suppose Mr. Central Station Man, that you should go before the average husband with a curve that showed the number of hours of housework that can be saved by electric appliances; would it interest this man, to relieve his wife of these life-long burdens?

Of course, there are as many types of life insurance salesman as prospects upon whom they call. We encounter the incompetents as well as the clever. We are naturally inclined to criticize the ones who delight in throwing in the tremolo stop and waving the fear of death at us and yet we would think less of the man who overlooked this strongest of all arguments, if it was needed to make the sale.

An agent I know, recently wrote a policy under circumstances that would seem lacking in good taste, were it not for the fact that his business is to sell life insurance, and that the man he sold, actually needed the policy for the protection of his family. The prospect had been putting off and putting off until one Sunday, a mutual friend of the two was drowned under most tragic circumstances. The salesman went to his man next morning and said, "Did you hear about poor Jim? Isn't it terrible?—When can you see the doctor and have your examination?"

"Well, make it three o'clock" was the answer.

disastrous fire, and every gas or steam explosion that fills the morning papers with ominous details and preys upon the natural fears of the whole populace. There can be no censure, when the central station takes advantage of such situations; it is a distinct service to the community. It is salesmanship of the highest order.

And where does the life insurance salesman get his prospects? Better say—Where doesn't he get 'em?

Some men spend three mornings a week, just beating the bushes, making a straight canvass of one street after another, beginning at the top floor of an office building and combing it to the bottom. It is a wasteful process, in a way, but there is usually one man in that building that can be landed. The central station salesman must call on every house, if every prospect is to be discovered; so must the insurance man.

This friend of mine has a better, more efficient system—He gets his leads from the things he sees and hears; he watches the newspapers, he keeps his ears open and his note-book handy—

If he hears of a man who has been promoted, he hustles to him. That man is feeling richer, more able to provide for the future. (What better time for the central station man?)

He watches for men who have been recently engaged or married, and are feeling strongly the responsibilities of life. (Isn't this the time when a man is most susceptible to suggestions for domestic economy and labor saving?)

After he sells a policy and it is delivered, he calls again on his man to congratulate and compliment him on his greater security and peace of mind. He asks for and almost invariably gets the names of several friends who his man believes ought to be interested for any one of several reasons. (The central station man can do this after every appliance that is sold.)

When he writes an application for a man, he finds out the age and birthday of that man's wife. A little later, just before the wife's birthday, the salesman drops in and suggests another small policy as a birthday gift. It works. (The central station man can make up a very sizable birthday and wedding anniversary book if he watches the papers and listens around, and it will sell many of the electric home comforts.)

He watches the birth notices and calls on the father to suggest that he take out a small policy for the benefit of the child. (That is the time to sell that father a heat-



# Hair-Trigger Advertising in Kansas

Some Items in a House-Wiring Campaign That Show How Our Company Turns Local Incidents into Ads That Count

By F. H. M. RILEY  
The Kansas City (Mo.) Electric Light Company



THE Kansas City Electric Light Company has always believed in the efficacy of steady plugging advertising, but also realizes that the use of timely catchy ads will bring in a great volume of new business, which would be impossible of attainment without their use.

During the extreme cold weather of last winter, when gas in this city was practically nil, several cartoons applicable to the situation were used. These were mailed out to a list of about 10,000 prospects, and then followed up with calls by our solicitors.

One cartoon (reproduced here) read:

"You will stay in the dark this winter if you are caught without electric light." Then follows a special house wiring offer.

It was a message that flew straight to householders who were worrying over the inadequacy of the local gas service, and brought many inquiries.

Towards the close of the winter, a crime was committed which aroused considerable

The rest of this ad talks the Edison Mazda Porch Lamp to emphasize that it is usable only where the home is wired for electric service. Thus, we reverse the usual order of talking appliances after we have talked house-wiring by urging the electric service idea from one application that chances to have a strong local appeal.

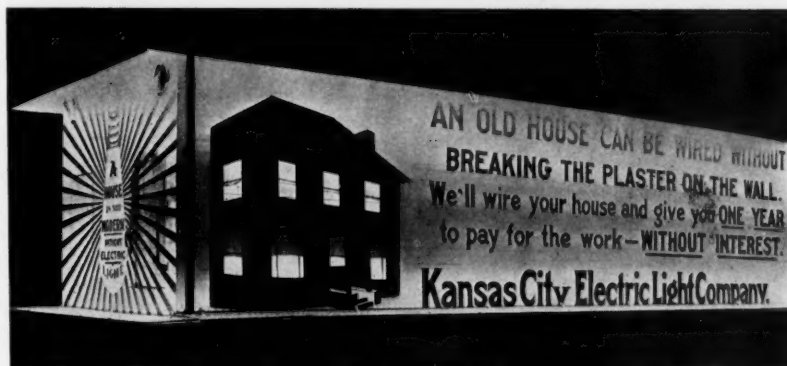
Another supplementary advertising feature, which we are using with great success at the present time, and which has proved a first class business getter, is our advertising street car shown in the accompanying photograph. The route of this car is changed weekly, thereby enabling us to learn just how much business is obtained through the use of this car. After running through a certain part of the city one week, we invariably notice an increase of business from that particular district.

The car contains a band organ which produces as much music as a band of twelve men working under high pressure could create. A house is painted on either side of the car and lighted from the inside; while immediately above and below the car are

dition, are efficient and at the same time rather inexpensive. We realize that they must be backed up by considerable newspaper and bulletin board advertising, and are operating, at present, 250 linear feet of



At a time when local gas service was very poor the Kansas City Central Station used this cartoon in a special house-wiring offer, as a reminder that electric light is always reliable



This house is painted on the side of the Kansas City Central Station's advertising street car and electric-lighted from the inside. It carries the Company's house-wiring offer all over town.

discussion and excitement. A woman was killed by a burglar who attempted to force his person through the door after she had opened it part way to admit whom she thought was her husband. We immediately had some porch-lighting ads made from cuts which the General Electric Company was sending out at that time for newspaper advertising. These were printed on cards about the size of those we had used for the cartoons and were followed up in the same manner. Fully 75 per cent of the business brought in after the cards were sent out was attributed to the timely ad which is also reproduced here.

This ad is very effectively designed, the illustration showing a burglar turning his sinister face away from the penetrating porch light of the house he was about to rob. The headline and introduction taught a forceful lesson to local people who were in the throes of a burglar scare. It read:

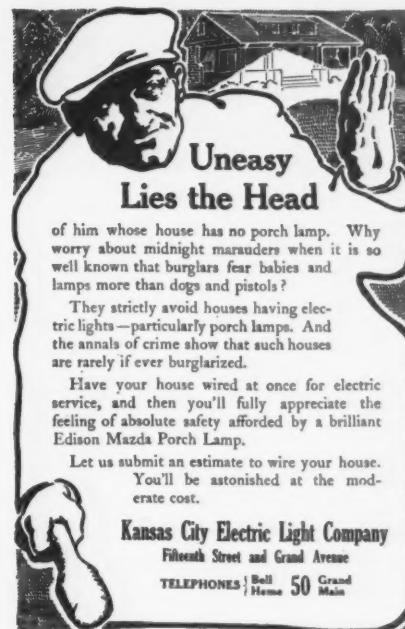
"Uneasy lies the head of him whose house has no porch lamp. Why worry about midnight marauders when it is so well known that burglars fear babies and lamps more than dogs and pistols? They strictly avoid houses having electric lights—particularly porch lamps. The annals of crime show that such houses are rarely if ever burglarized."

five one-hundred watt Edison Mazda lamps colored blue. When the sign on the side of the car explaining our housewiring offer flashes on, the house is dark; then the sign goes dark and the house lights up on the inside while the blue lights on the outside give a moonlight effect. This "Before and After Taking" demonstration shows very clearly the beauty and convenience of electric light, after the attention has been drawn by the music inside.

At present, there is a very heated discussion being carried on in the columns of a local newspaper under the caption, "Speaking the Public Mind." One woman states with considerable asperity, that the weird music emanating from our dazzling chariot awakens her sleeping infant, thereby causing considerable trouble and worry. She asks, almost in the same breath, whether there is not some means of suppressing such a nuisance, to which another woman replies that our car is the nearest approach to a circus parade that ever comes into their neighborhood, and hopes that we will keep it in operation as long as possible. In the meantime, the housewiring contracts continue to roll in with increasing vigor.

These various forms of advertising, which are the result of some particular local con-

illuminated bill boards. In fact we are pioneers in Kansas City in this particular form of advertising, since we started it about a year and a half ago. Other advertisers have adopted the practice of illuminating their boards, and at present, there are about 3,500 linear feet of bill



The murder of a Kansas City woman by a burglar made a timely talking point for the local central station's newspaper ad.

boards which work until one o'clock every night. Thus we have increased our sign load considerably by showing other advertisers the results which may be derived from illuminated boards, and at the same time have increased our new business.

# House Wiring in Joliet and Elsewhere

How an Attractive Club Offer, Strong Publicity and Aggressive Salesmanship Won 157 Contracts in the Off-Summer-Season

By JOHN G. LEARNED

Assistant to Vice President Public Service Company of Northern Illinois, Chicago



ON July 14, in Joliet, Ill., a town of about 35,000 population, we started a special hot-weather campaign for securing unwired residences. We went into the proposition with considerable hesitation, as the summer months are naturally considered a very inopportune time to start a house-wiring campaign. Yet, despite this fact, we secured contracts for wiring 157 old houses within the period set for the campaign—from July 14 to August 15—and laid the foundation for securing even a greater number during the more favorable fall season. We originally set the goal at 300 houses, as we had arranged with the local wiring contractors to give us special prices on house wiring that we could use in a club offer to the public of Joliet.

We advertised this special offer in all of the local newspapers, moving picture shows, and by means of special literature mailed direct to our prospects, including the booklet, *Electric Service in the Home*, and the little magazine, *Electric Service*. In addition to our own advertising, the newspapers very kindly gave us write-ups. As a result of our combined advertising, publicity, and sales effort, the occupant of every unwired residence in Joliet was made familiar with our offer, which literally became the talk of the town.

In our newspaper advertising, samples of which are reproduced here, we laid special stress on the very low price entailed in our club offer, and the time limit on the same. We used such strong, simple headlines as, "Our Special Club Rates For Wiring Your Home Have Only a Few More Days To Run;" "Don't Miss This Chance To Wire Your Home At The Greatly Reduced Rates Made Possible By Our Special Club Offer;" "Tomorrow Will Be Your Last

tion of the special offer. Under such headings as, "Do Not Live In An Unwired House;" "Electricity In Your Home;" "Electric Light the Cool Light;" we pointed to the comfort, convenience, safety and sanitary nature of electric lighting, the great economy and cheapness of Mazda lamps, and the like.

Getting back to the work actually done in the field, we impressed on every prospect that the special price arrangements we had made with the contractors would hold good only in case we secured 300 houses in town—that if we fell short of that number, we should actually lose money on the work done. This was a bonafide argument, as the prices submitted really were very close, while, of course, it set a definite mark for our salesmen to work for and for the local public to take hold of.

Comparative figures for the two halves of the campaign furnish an interesting commentary as to how our idea gained momentum from day to day. Whereas from July 14 to July 30, we obtained sixty-three contracts, from July 30 to the closing day of the campaign, August 15, we secured no less than ninety-four contracts. After the first day, July 14, which was principally devoted to getting acquainted with the territory and submitting the new proposition, returns began to come in quite fast. We posted a bulletin showing the names of the salesmen and their daily record of sales throughout the campaign.

Our plan offered the prospect other inducements besides the club offer. In the first place, we furnish each home that we wire with a standard 6-pound flat iron and bell-ringing transformer free of charge and, incidentally, we wired a special outlet in the kitchen for the flat iron. In the second place, our agreement with the customer spreads the monthly payments over a period of two years, while the contractor gets his

|          |                 | Basement | First Floor | Second Floor | Attic | Picture E. | Picture D. | Picture C. | Picture B. | Picture A. | Light | Call | Break | Switch | Recept |
|----------|-----------------|----------|-------------|--------------|-------|------------|------------|------------|------------|------------|-------|------|-------|--------|--------|
| Basement | Laundry         |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Store Room      |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Furnace Room    |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Porch           |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Vestibule       |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Front Hall      |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Parlor          |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Living Room     |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Library         |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Den             |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Dining Room     |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Butler's Pantry |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Rear Porch      |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Rear Hall       |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Kitchen         |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Kitchen Pantry  |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Closet          |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Front Hall      |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Stairway        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Rear Hall       |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bed Room        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Closet          |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bed Room        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bed Room        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Closet          |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bed Room        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bed Room        |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bath            |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Bath            |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Servant's Room  |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
|          | Servant's Room  |          |             |              |       |            |            |            |            |            |       |      |       |        |        |
| 3d       | Attic           |          |             |              |       |            |            |            |            |            |       |      |       |        |        |

The other side of the estimate card. With the specific information on both sides at his disposal, the new salesman in a district avoids the old waste of doing his predecessor's ground work all over again.

retaining a copy of this estimate in our office so that when the campaign was over, the local salesman could continue to negotiate with any prospect.

The following personal statement from W. J. Graham, one of our lighting salesmen in Joliet who was in the thick of the fight, throws a number of interesting side lights on the affair:

"As a preliminary to the campaign" he writes, "we picked six men for their past records. Three of us were local men, the other three experienced men from outside districts. We then split the territory into six parts, consigning to each man the district in which we felt he could accomplish the best results.

"We found the evening calls we had to make, the best for getting business, inasmuch as the head of the family would probably be at home at that time. Generally speaking, however, the hours from 9 to 11 a. m., and from 1.30 to 4.30 p. m., proved the most favorable for canvassing. We did not carry any book which could be seen, as that would give us the appearance of book agents, and perhaps hinder our entrance into the homes.

"The arguments for electricity that took best were its cleanliness and convenience, and the economical and labor-saving appliances it made possible, such as the iron, the toaster, the washing machine, and the vacuum cleaner.

"Gas competition was the hardest nut we had to crack with our selling arguments. Nearly every house-owner would say that he was all piped for gas, but my answer would be,

"I know you are. That is my reason for calling on you."

Form No. 181 5M 1-29-12 L

No. \_\_\_\_\_ ST \_\_\_\_\_ Town \_\_\_\_\_ Date \_\_\_\_\_ 191 \_\_\_\_\_  
 AVE.  
 Occupant \_\_\_\_\_ Owner \_\_\_\_\_  
 Agent \_\_\_\_\_ Lease expires \_\_\_\_\_  
 \_\_\_\_\_ Story Frame. Brick. Stone. Barn, wired. Yes. No. Flat \_\_\_\_\_ No. of  
 rooms \_\_\_\_\_ How lighted—Gas, Oil, Electricity. Hardwood. Soft floors—  
 Halls \_\_\_\_\_ 2nd Floor \_\_\_\_\_ Single, Double Floors \_\_\_\_\_ Attic Floored. Opened \_\_\_\_\_  
 Basement Sealed, Opened \_\_\_\_\_ Cutouts. Floors Wired Basement, First, Second,  
 Third, Attic. Fixtures—Gas \_\_\_\_\_ Electric \_\_\_\_\_ Combination \_\_\_\_\_  
 Information obtained from \_\_\_\_\_  
 Remarks \_\_\_\_\_

The Public Service Company of Northern Ill. aims to have on file a filled-in estimate card like this for every unwired house in its territory.

Opportunity to Get Your House Wired At The Extremely Low Price," and others in similar vein.

Some of the ads, however, were more educational, making only incidental men-

pay within thirty days after date of completion of the work.

One of the most important features of our campaign was that we submitted an estimate on every unwired house in Joliet,



"I would then ask permission to look at the ceiling, whereupon I would argue how much cleaner electricity was than gas—no more smirched ceilings; no more burned matches; no more danger of children turning

in 140 towns, ranging in population from 100 to 35,000 with a total population of 350,000. We have 48,445 electric meters in service, both light and power.

We consider residence business a very im-

Our twenty-four month payment contract, which I explained in its relation to the Joliet campaign, is kept continually in force. However, a great number of contracts we obtain on a cash basis, the customer not wishing to avail himself of the time offer.

In approaching a prospective residence customer, we cite the Mazda lamp as our leading argument, directing the prospect's attention to what a great opportunity this new development of the electric lamp has brought him. We point out to him that more light is obtained from a Mazda for the same money than from an old style carbon lamp, and other Mazda facts which attract his attention and arouse his interest. This is a deviation from the time-honored practice of pointing out the many so commonly known advantages of electric light in the home, which are brought out subsequently in the salesman's talk.

We endeavor to inoculate the prospect with the idea that it does not put him under any obligations to us when we furnish him an estimate on the cost of wiring his home. The salesman makes such an estimate under the direction of the wife and then leaves it with her so that she has an opportunity to talk it over with her husband. Later, the salesman calls on the couple in the evening after dinner when the husband is usually in a receptive mood.

The important feature that I wish to emphasize is that we make estimates on a very large number of houses even though we do not do business immediately. These estimates are placed on file in our district office so that, in the event that a salesman is either transferred to another town or removed from service, his successor can go to this file and immediately secure a list of live prospects without a house-to-house canvass of the territory. This scheme is only in its infancy. We have not, as yet, an estimate on every unwired residence in our territory, but that is our ambition.

Under our scheme of wiring houses on the twenty-four payment plan, the payments sometimes come as low as \$1.00 a month. This is brought down to a basis of three

REPORT OF CONTRACTS SECURED FOR WIRING OLD HOUSES

DISTRICT J SPECIAL CAMPAIGN JOLIET

|         | LOWERY | SCHIEFEL | GRAHAM | THEIS | ROBINSON | PETRUSKI | ISK | TOTAL |
|---------|--------|----------|--------|-------|----------|----------|-----|-------|
| JULY 1  |        |          |        |       |          |          |     |       |
| JULY 2  |        |          |        |       |          |          |     |       |
| JULY 3  |        |          |        |       |          |          |     |       |
| JULY 4  |        |          |        |       |          |          |     |       |
| JULY 5  |        |          |        |       |          |          |     |       |
| JULY 6  |        |          |        |       |          |          |     |       |
| JULY 7  |        |          |        |       |          |          |     |       |
| JULY 8  |        |          |        |       |          |          |     |       |
| JULY 9  |        |          |        |       |          |          |     |       |
| JULY 10 |        |          |        |       |          |          |     |       |
| JULY 11 |        |          |        |       |          |          |     |       |
| JULY 12 |        |          |        |       |          |          |     |       |
| JULY 13 |        |          |        |       |          |          |     |       |
| JULY 14 |        |          |        |       |          |          |     |       |
| JULY 15 |        |          |        |       |          |          |     |       |
| JULY 16 |        |          |        |       |          |          |     |       |
| JULY 17 |        |          |        |       |          |          |     |       |
| JULY 18 |        |          |        |       |          |          |     |       |
| JULY 19 |        |          |        |       |          |          |     |       |
| JULY 20 |        |          |        |       |          |          |     |       |
| JULY 21 |        |          |        |       |          |          |     |       |
| JULY 22 |        |          |        |       |          |          |     |       |
| JULY 23 |        |          |        |       |          |          |     |       |
| JULY 24 |        |          |        |       |          |          |     |       |
| JULY 25 |        |          |        |       |          |          |     |       |
| JULY 26 |        |          |        |       |          |          |     |       |
| JULY 27 |        |          |        |       |          |          |     |       |
| JULY 28 |        |          |        |       |          |          |     |       |
| JULY 29 |        |          |        |       |          |          |     |       |
| JULY 30 |        |          |        |       |          |          |     |       |
| AUG 1   |        |          |        |       |          |          |     |       |
| AUG 2   |        |          |        |       |          |          |     |       |
| AUG 3   |        |          |        |       |          |          |     |       |
| AUG 4   |        |          |        |       |          |          |     |       |
| AUG 5   |        |          |        |       |          |          |     |       |
| AUG 6   |        |          |        |       |          |          |     |       |
| AUG 7   |        |          |        |       |          |          |     |       |
| AUG 8   |        |          |        |       |          |          |     |       |
| AUG 9   |        |          |        |       |          |          |     |       |
| AUG 10  |        |          |        |       |          |          |     |       |
| AUG 11  |        |          |        |       |          |          |     |       |
| AUG 12  |        |          |        |       |          |          |     |       |
| AUG 13  |        |          |        |       |          |          |     |       |
| AUG 14  |        |          |        |       |          |          |     |       |
| AUG 15  |        |          |        |       |          |          |     |       |
| AUG 16  |        |          |        |       |          |          |     |       |
| AUG 17  |        |          |        |       |          |          |     |       |
| AUG 18  |        |          |        |       |          |          |     |       |
| AUG 19  |        |          |        |       |          |          |     |       |
| AUG 20  |        |          |        |       |          |          |     |       |
| AUG 21  |        |          |        |       |          |          |     |       |
| AUG 22  |        |          |        |       |          |          |     |       |
| AUG 23  |        |          |        |       |          |          |     |       |
| AUG 24  |        |          |        |       |          |          |     |       |
| AUG 25  |        |          |        |       |          |          |     |       |
| AUG 26  |        |          |        |       |          |          |     |       |
| AUG 27  |        |          |        |       |          |          |     |       |
| AUG 28  |        |          |        |       |          |          |     |       |
| AUG 29  |        |          |        |       |          |          |     |       |
| AUG 30  |        |          |        |       |          |          |     |       |
| TOTAL   | 20     | 31       | 31     | 29    | 1        | 11       | 22  | 157   |

During the summer house-wiring campaign of the Public Service Company in Joliet, Ill., this chart was posted in the company office. It showed in cold figures what each salesman was doing daily to make the campaign a success.

on the side brackets and letting the gas escape; no more mantles to buy.

"My experience with a grocery man on whom I had made several calls is both interesting and suggestive. I used all kinds of arguments, but none were effective, until I hit upon one that suited him. I said, 'Mr. Hansen, if I came in here with five hundred pounds of sugar, and offered to sell it at three cents a pound, you would buy it, simply because it was a bargain. Now, our wiring proposition is just as much of a bargain as the sugar. Don't you see that you will save money by getting this work done now? You will save yourself fifteen or twenty dollars.'

"I closed that job right then and there.

"That was only one of many arguments that proved effective, but in every case success was won only by using good judgment in suiting the argument to the prospect.

"Following up the contracts, was another item in our success. With us, it was not a case of simply taking the contract and never showing up after that. We always went back to see if everything was satisfactory. When you do business that way, you never can tell when the satisfied customer will give you a lead to another. Finally, we didn't forget to work the argument—'Mrs. So and So is having her house wired, and you ought to do the same,' because that is one of the best business getters.

"During the campaign, six men wired 157 houses in one month, amounting to over \$6,000, and an estimated income of \$3,000 a year."

After all is said and done, our Joliet campaign was not really an innovation with us, although certain of its features were distinctive enough. It was only an outgrowth of a carefully planned and much more comprehensive system of house-wiring campaigning which The Public Service Company has kept in motion for several years in all its districts. Some description of our general activities in this direction is therefore possibly in order here.

We supply lighting and power service

portant factor in the development of our general business, hence we have made a very careful canvass of our territory with a resultant list of prospects totaling 7,000. This list comprises only those residents who occupy their own homes adjacent to our lines. A record of these prospects is taken and filled in on a form we use for that purpose. We keep a complete typewritten list of the prospects in each town. This list is kept in our general office, made up in duplicate, and kept up to date each week by erasing the names of parties closing contracts with us or with a local wiring contractor, or adding new names from time to

## Do Not Live In An Unwired House

Electric wiring in a house is today as necessary as open plumbing. Candles and lamps belong to the era of the well pump. Electric light belongs to the present and the future.

For people today realize that Electric Light means comfort, convenience, safety and health. The push button is safer and quicker than matches. The electric porch light is known to be the cheapest burglary insurance. The electric lamp, safely enclosed in its air-tight bulb, does not vitiate or contaminate the air of living and sleeping rooms.

And now, since we have the new

### Mazda Lamps

which give two-and-one-half times as much light for the same money as the ordinary carbon lamp, Electric Light is within the reach of all. The millionaire can find no better light at any price. The working man can find no cheaper light, everything considered.

So you should see that your home is wired for electricity. The Mazda not only gives more light for the money, but it is better light—pure, white, "Batled Sunlight." Better investigate.

You will be surprised when you learn how cheaply you can get your house wired. Ask for an estimate under our special Club Offer. Plans and specifications furnished free.

"DO IT ELECTRICALLY"

## Public Service Company

of Northern Illinois.

510 Van Buren Street.

Joliet, Illinois.

Telephone Joliet 636.

This newspaper ad was used in the Joliet (Ill.) house-wiring campaign. Although its purpose was largely educational, it did not let the Public Service club offer drop out of sight.

time. The duplicate lists are therefore sent to the district offices to have the necessary additions and subtractions made.

When wiring homes, we allow the customer to select such fixtures as he desires,

cents a day. We find that, when we suggest it to her, the housekeeper will often set aside a certain sum out of her allowance each day; thus, she can readily afford to have her house wired.

It is to be noted that our offer of a free flatiron and bell-ringing transformer for every home we wire was not special to the Joliet campaign alone, but is a standing offer with us.

We have secured 1,200 houses during the last four years; while from January 1 to July 1, 1913, 900 old houses were wired. At this rate, we expect to secure contracts for 2,000 old houses this year.

We advertise in approximately seventy-six newspapers, and all of our ads contain at least two or three lines relative to house wiring. In this way our proposition is kept constantly before the public. We endeavor to send out a piece of advertising to each residence prospect direct by mail at least once a month.

### Electricity in Your Home

means that you may have the king of illuminants, and power for domestic use, heat, light, and enables you to use fans, irons, and numerous other appliances that mean comfort, at surprisingly low cost.

Here are some

**Special Propositions**

You may have a five-room house wired and equipped as follows:

|   |                            |
|---|----------------------------|
| Parlor or Living Room—1-2 ft. fixture, chain pull socket, 2 glass shades. | <b>All for<br/>\$25.95</b> |
| Dining Room—1-2 ft. fixture, chain pull socket, 2 glass shades.           |                            |
| Kitchen—1-4 ft. drop cord, 1 glass shade.                                 |                            |
| Two Bedrooms—2-4 ft. drop cords, 2 glass shades.                          |                            |
| Bath or Hall—1-4 ft. drop cord, 1 glass shade.                            |                            |

Or you may have a five-room house equipped more cheaply, these rooms included—parlor or living room, dining room, kitchen, two bedrooms, bath or hall—all for \$19.90.

You may have a six-room house wired and equipped as follows:

|   |                            |
|---|----------------------------|
| Parlor or Living Room—1-2 ft. fixture, chain pull socket, 2 glass shades. | <b>All for<br/>\$27.95</b> |
| Dining Room—1-2 ft. fixture, chain pull socket, 2 glass shades.           |                            |
| Kitchen—1-4 ft. drop cord, 1 glass shade.                                 |                            |
| Three Bedrooms—2-4 ft. drop cords, 3 glass shades.                        |                            |
| Bath or Hall—1-4 ft. drop cord, 1 glass shade.                            |                            |

Or you may have a six-room house equipped less expensively, these rooms included—parlor or living room, dining room, kitchen, three bedrooms, bath or hall—all for \$21.90.

**Public Service Company**  
OF NORTHERN ILLINOIS

310 Van Buren Street, Joliet. Phone No. Joliet 636.

### Large Electrical Investments and Their Returns

The United States claims two of the three leaders of the world's electrical business, according to the *Wall Street Journal*, although the General Electric Company has been obliged to yield first place to Allgemeine Gesellschaft of Germany. The Western Electric Company takes third place and the Westinghouse Company fifth among the first five electrical concerns. Siemens and Halske, another German Company, takes fourth place.

Between December 31, 1911 and March 31, 1912, the three American companies did a business of more than \$170,000,000 and the two German houses a business of a little over \$152,000,000.

mately \$102,000,000 on which more than 9½ per cent was earned. As the result of its 1907 disaster, the Westinghouse Company is still in the process of reorganization, hence the total American earnings are lower than they normally would be, the General Electric and Western Companies showing together a return of 9.3 per cent. However, the German companies have done slightly better.

### Sign Revenue in New York

The following figures, showing the central station revenue derivable from electric signs along the "Gay White Way," New York City, are of interest. The New York Edison Company supplies current for from 80 to 85 per cent of the signs along Broad-

## Our Special Club Rates

For Wiring Your Home Have Only a Few Days More to Run.

On August 15th these prices will be withdrawn. Take advantage of this opportunity and have your home wired for

## Electricity

**24 MONTHS TO PAY**  
Plans and Specifications Free.

**Public Service Company**  
OF NORTHERN ILLINOIS

## Tomorrow Will Be Your Last Opportunity

To get your HOUSE WIRED at the extremely low price made possible by our

## Club Plan

Call for our estimates NOW.  
Plans and Specifications Free.

**Public Service Company**  
OF NORTHERN ILLINOIS

Three of the newspaper ads used by the Public Service Company of Northern Illinois in conjunction with their club offer to unwired house owners in Joliet. It was a limited time offer with a very low rate fixed by agreement with local contractors. The purpose of the advertising was to explain the proposition in detail, and to urge more strongly, from day to day, the importance of grasping the offer before the closing date.

All of this advertising matter contains return postcards. Each salesman in the district receives a copy of the literature sent out in order that he may know exactly what is being done in this line.

We pay our salesmen a commission of \$2.00 for each contract secured for wiring an old house in amount of \$24.00. We do not limit the size of their commission. Likewise, we pay them a commission of five per cent for the sale of any current-consuming device. This commission is productive of a very large volume of appliance sales.

We keep a very careful record of the houses secured, and the Merchandise Sales Department receives each week a copy of the contracts secured during that week, and it is the duty of this department to send advertising matter on appliances to each of these new customers so as to insure that the customer will be started right.

Trying to get the customer to wire up too elaborately is a common error of housewiring campaigns. The extent to which you can go in your soliciting differs in different communities. Our salesmen are cautioned to use their best judgment in making up proposals, basing them purely on their opinion as to what the customer can afford. For it has been our experience that the expense of installing wiring and fixtures in a residence is primarily the determining factor in getting the business.

Here is the way the companies rate on paper.

|                            | Sales    | Capital Stock | Interest-bearing Debt |
|----------------------------|----------|---------------|-----------------------|
| Allgemeine . . . . .       | \$86,000 | \$30,940      | \$19,459              |
| General Electric . . . . . | 70,384   | 77,335        | 2,806                 |
| Western Electric . . . . . | 66,211   | 15,000        | 15,091                |
| S. & H. . . . .            | 66,000   | 14,994        | 11,077                |
| Westinghouse . . . . .     | 34,196   | 40,699        | 29,547                |

|                            | Surp. and Reserves | Net Investment | Relation of sales to net investmt. |
|----------------------------|--------------------|----------------|------------------------------------|
| Allgemeine . . . . .       | \$18,736           | \$69,135       | 124                                |
| General Electric . . . . . | 29,020             | 109,161        | 64                                 |
| Western Electric . . . . . | 23,073             | 53,164         | 124                                |
| S. & H. . . . .            | 6,644              | 32,715         | 202                                |
| Westinghouse . . . . .     | 6,649              | 76,895         | 45                                 |

"Net earnings of the five companies, as compared with the total investment in their years last reported, were as follows (final -000 omitted):

|                            | Net Investment | *Net Earnings | Per cent on Investmt. |
|----------------------------|----------------|---------------|-----------------------|
| General Electric . . . . . | \$109,161      | \$10,934      | 10.0                  |
| Allgemeine . . . . .       | 69,135         | 6,751         | 9.8                   |
| S. & H. . . . .            | 32,715         | 3,003         | 9.2                   |
| Western Electric . . . . . | 53,164         | 4,135         | 7.8                   |
| Westinghouse . . . . .     | 76,895         | 3,006         | 3.9                   |

\*Before deducting interest.

The total investments of the three American companies approximate \$240,000,000, on which about 7½ per cent was earned. The German investments represent approxi-

way from Twenty-Third Street to Columbus Circle, while the United Electric Light and Power Company of New York supplies current for the remainder. In the aggregate, the Edison Company's operating revenue from the sign business approximates \$2,000,000 annually, or about five per cent of its gross earnings. The smaller signs are the most profitable business to carry since they use so little current that they do not come under the wholesale rate. The "Chariot Race" provides the largest single item of sign operating revenue—about \$6,000 per year.

### Consolidation of Chicago Companies

The consolidation of the Commonwealth Edison Company and the Cosmopolitan Electric Company places the entire electric-service system of Chicago in the hands of one operating company. Plans of this consolidation will be ratified at a special stockholders' meeting which will be held on September 25. Provision will also be made for increasing the capital stock of the new company from \$40,000,000 to \$50,000,000.

### Hartwood Jolonick

Hartwood Jolonick has been appointed new-business manager of the Brownwood (Texas) Gas and Electric Company. Mr. Jolonick formerly was connected with the sales department of the Texas Power and Light Company of Dallas.



## A Side-Light on Electric Fixtures

*An Aspect or Two That Concern the Central Station — A Suggestion or Two That Point to Profit*



THE central station salesman doesn't sell lighting fixtures and doesn't want to — at the moment. Fixtures have been another business in the selling scheme of the electrical industry. The C. S. man has taken the order for the lamps-on-circuit and left it to the fixture man — who may or may not be the contractor — to take care of the matter of the lighting furniture.

In some ways this is a bad arrangement. It has been the habit of the contractor to do a job of work in a man's home and pass on. He has had no further interest in that man as a householder, except in the purely accidental case of that man's deciding that he wanted more wiring done and sending for the only electrician whom he knew. Fixtures have been looked upon as fixtures — literally — by the contractor, equipment installed for all time and offering no further market. His has never been the attitude of the merchant who sells furniture and counts on continued business with each customer, for replacements that naturally follow wear and tear and the influence of new styles and standards.

And so the central station selling man has accepted this prevailing habit of thought and let sleeping fixtures lie, and to the general public, the word "fixure" sounds and seems quite definite and positive, and it is the rarest thing that we hear of anyone discarding old fixtures for new, except in the case of a general refitting and re-decorating. Rugs may come and chairs may go, but electric fixtures, it seems, must go on forever, no matter how inefficient, inadequate and inharmonious they may be, nor how unproductive for the central station.

Now, the central station stockholder doesn't care three hoots in a rain barrel through what agency any profitable increase in domestic consumption is induced. Then why refuse to recognise the cheerful readiness-to-serve of the waiting fixture opportunity? It boils down to a few words.



*A Mission style fixture for indirect lighting—the latest idea in illumination.*

Experience has amply demonstrated that it is a good thing to sell a consumer an art glass table lamp. Of course, there is, or should be, a profit on the sale; but also there follows an added use of current. Our habits are slow to die and the advent of a new reading lamp seldom leads to the disuse of the other fixtures in the room which have been

employed for the general illumination. A portable lamp, sold, can usually be counted on to put a few more filaments in circuit. Also, it is a further step toward the complete electric service which is the goal of the lighting company.

And so the central station displays, advertises and sells portable lamps. Whether



*A Colonial candelabra effect. This unit is suspended from the ceiling by a chain.*

or not it adds the wall and ceiling "fixtures" to the line — the other lighting furniture — is a secondary consideration. But if it pays to sell the table lamp, if it pays to urge and influence the public towards complete electric service, to build towards a greater satisfaction in all the applications of electricity, then it is surely time to work for the scrapping of all the old fixture junk that still infests the thousands and thousands of houses wired ten, fifteen and twenty years ago. They are preventing your customers from securing good illumination, and that is poor business for you, by all your rules.

If the central station salesman, as he goes into the homes of the people, will make a



*The solidity and richness of electric candelabra in the Flemish style make a strong appeal*

consistent effort to point out the shortcomings of antiquated fixtures it will pay him well. He should explain the ease and skill with which new lighting furniture is installed in decorated rooms, and urge the efficiency, economy and satisfaction that proper and harmonious equipment would bring. He can describe the artistic oppor-

tunity afforded by modern fixtures to match any scheme of interior decoration, and the comparatively small cost at which both economy and good taste in ornamentation can be achieved. And these new fixtures — this adequate and fitting lighting furniture — will provide for and inevitably lead to use of more lamps, of proper reflectors, of convenient switching facilities, and will produce both a more intelligently satisfied customer and a bigger monthly bill.

There are on the market, today, artistic



*The Colonial French influence is seen in this Colonial sidewall bracket fixture.*



*A simple and inexpensive portable lamp of Colonial design.*

lines of fixtures to suit every modern style of architecture and interior decoration. And they are really such an important factor in securing complete harmony in the decorations of a room that they offer the well posted central station salesman a highly profitable and interesting topic of discussion wherever he sees that some attention is being given to artistic display. We briefly describe here some of the modern types of fixtures and their place in the various schemes of home decoration. A careful reading of these descriptions will show you that, since fixtures are something that central stations must reckon with, the modern designs fortunately offer you a real opportunity to make them an important item in the service you provide for your customers.

The "Mission" style of interior decoration is one of the most common modern



*A clever Mission lantern effect in wood.*

styles, and has made a wide appeal because of the charm of its substantial simplicity.

There are electric lighting fixtures that exactly carry out the "Mission" idea and they should be recommended to central station prospects that employ the "Mission" style of decoration.

The Colonial style is a prevailing style of

This Trade Mark The Guarantee of Excellence on Goods Electrical.



### Master Forces under man's hand Panama's Power — Sunlight's Rival

*"When the touch of a man's hand on an electrical controller opens the giant gates of the big Canal as easily as a child might open the doors of a doll's house, that hand is using the same resources of inventive skill that give us a flood of light when we turn the switch of the Mazda Lamp."*

Thus begins the advertisement that marks the sixth chapter of the "Use Electricity Campaign." Read the rest of the advertisement in the September 6th issue of the Saturday Evening Post. While this advertisement deals principally with Edison Mazda Lamps, the home and business uses of G-E Ozonators and G-E Small Motors are also told by word and picture. Altogether the advertisement emphasizes the advantages of complete electric service.

The G-E Agent will see in this trade-creating advertisement another example of the continuous co-operation between the General Electric Company and its agents.

## General Electric Company

Atlanta, Ga.  
Baltimore, Md.  
Birmingham, Ala.  
Boise, Idaho  
Boston, Mass.  
Buffalo, N. Y.  
Butte, Mont.  
Charleston, W. Va.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Chicago, Ill.  
Cincinnati, Ohio

Cleveland, Ohio  
Columbus, Ohio  
Davenport, Ia.  
Dayton, Ohio  
Denver, Colo.  
Detroit, Mich.  
(Off. of Art.)  
Elmira, N. Y.  
Erie, Pa.  
Hartford, Conn.  
Indianapolis, Ind.  
Jacksonville, Fla.

**Largest Electrical Manufacturer in the World**

**General Office, Schenectady, N. Y.**

**ADDRESS NEAREST OFFICE**

Joplin, Mo.  
Kansas City, Mo.  
Keokuk, Ia.  
Knoxville, Tenn.  
Los Angeles, Cal.



Madison, Wis.  
Louisville, Ky.  
Mattoon, Ill.  
Memphis, Tenn.  
Milwaukee, Wis.

Minneapolis, Minn.  
Nashville, Tenn.  
New Haven, Conn.  
New Orleans, La.  
New York, N. Y.  
Omaha, Neb.  
Philadelphia, Pa.  
Pittsburg, Pa.  
Portland, Ore.  
Providence, R. I.  
Richmond, Va.  
Rochester, N. Y.

Salt Lake City, Utah  
San Francisco, Cal.  
St. Louis, Mo.  
Schenectady, N. Y.  
Seattle, Wash.  
Spokane, Wash.  
Springfield, Mass.  
Syracuse, N. Y.  
Toledo, Ohio  
Washington, D. C.  
Youngstown, Ohio

For Texas, Oklahoma, and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.) Dallas, El Paso, Houston and Oklahoma City  
For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

4398



The Trade Mark of the Largest Electrical Manufacturer in the World.



today in furnishing and decoration. Like the "Mission" style, it is a return to the charm of old-time simplicity, and comprises three types, the English Colonial, Dutch Colonial and French Colonial, each bearing the characteristics of the mother country whence it sprang. The New England Colonial style is severe and classical and reflects



*This portable lamp of Classic Design lights a room as well as a hanging fixture.*

the stern mentality of the Puritan forefathers. Simple and unobtrusive fixtures are called for here. It should be remembered, however, that Colonial fixtures can be utilized in almost any type of room because of their very simplicity and quiet tones.

Dutch Colonial furnishings are heavier than the English, yet equally simple and sturdy. They readily suggest the type of fixture required for a harmonious and artistic whole. French Colonial interiors are lighter, more graceful in line and with some tendency to ornamentation. In keeping with these tendencies, the fixtures are also less simple and severe than the previous types.

Flemish interiors are characterized by heavy furniture, beamed ceilings and dark colors. The type calls for simple, heavy fixtures. Flemish dining rooms are so



*A Classic style fixture in the inverted bowl design.*

common that almost every modern apartment house shows this type with the small panelled side walls, and perhaps beamed ceilings, and invariably a center light in the Flemish style suspended over the table by a massive chain.

Flemish furnishings are also particularly appropriate for the bungalow type of dwelling where a variation from the "Mission" style is desired, since the dull finish and straight lines of Flemish designs make them harmonize with "Mission" furnishings. The Flemish lantern and newel post light are typical of Flemish fixtures. In order to use them properly and appropriately, they should be placed only in such rooms as call for fixtures of these types. The newel post light and the lantern are in good taste for the hall and the dome for the dining room and library. However, when they use lanterns and domes, the central station salesman should point out to his prospects the importance of having enough light really to illuminate the room, and that the glass in the shades should not absorb the light.

The English style of architecture is being used more and more in this country as the charm of ample rooms, sturdy construction and the hospitable atmosphere of the typical English home are realized. In keeping with the character of English architecture and furnishings, the general characteristic of English fixtures is sturdiness, for the style belongs to a period of history when people lived in great halls and castles which demanded fixtures large enough to light these immense spaces, and consequently they had to be heavy to correspond with their surroundings. Much wood panelling was used in these English homes, and the imitation of hammered and hand-wrought metal, either copper or iron, made a suitable fixture for such walls.

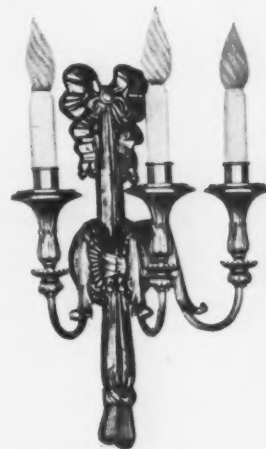
Gothic architecture, so popular in England, was copied in the decorations of houses, and consequently in the lighting fixtures, so that the flat arch, the buttress, and the conventionalized animal heads and figures which were found on the great English cathedrals are reproduced on a smaller scale in the fixtures of that period. Shields and armor are also distinctly characteristic of this time. The Sheffield silversmiths of that period furnished still another motive for fixture design, and the alternating large and small ribs, which are seen in Sheffield ware, will be found reproduced on lighting fixtures of the English period. Thus, it will be seen that the English style is really characterized by several different motives.

A necessary point to remember in house decoration is that the character of each room and the purpose to which it is put should be studied before deciding on the lighting fixtures that are to go in it. For example, it would be a mistake to use English fixtures, which are necessarily sturdy and rugged, in small rooms. They need panelled walls and beamed ceilings to be really appropriate.

The French style is exceedingly varied and diversified in motive; for the French style or French period covers the entire range of French history. The general characteristics of the French style are extreme ornamentation, daintiness and lightness of construction, hence entirely different from the characteristics of the solid English and Dutch types.

French fixtures reflect the features of the interior decoration rather than the architectural features. The cord and tassel, the arrow, the trefoil, cupids, scrolls, baskets and garlands, all worked into graceful curving lines, are the distinguishing characteristics of French fixtures. These fixtures are distinctive artistic additions when used in drawing rooms that are decorated in the French style, also in bed-rooms where the furnishings and furniture are light and dainty in tone, whether the room is distinctly French or not.

However, excessive ornamentation on fixtures gathers dust and interferes with their proper use, and it is well to know that the thought of the French style can be perfectly carried out with lighting fixtures that have very little ornamentation.



*A rather elaborately ornamented fixture in the French style*

The Classic style goes back to the days of the ancient Greeks and Romans and has had its influence on the decorative arts of all the later periods. Modern architecture has particularly been influenced by it in accordance with the demand for simple forms. Lighting fixtures of the classic style naturally reflect the earliest forms of lighting — the torch and oil wick — so that fixtures of this type are mostly confined to the candelabrum, the Roman or Greek lamp and the torch. Characteristics of this style are capitals and columns, the egg-and-dart mouldings and the laurel or oak wreath with the torch and oil lamp imitated in the modern electric light.

For this reason classic fixtures need a severe background and have been used most in public buildings. However, the new inverted system of lighting has brought them also into the home where their classic lines are appropriately employed in the inverted bowls and lamps.



*This French hanging fixture is typically dainty and graceful.*

Side brackets, representing torches and hall lamps which are designed after the ancient Greek oil lamp, and candelabra, can also be used in connection with this system or in almost any decorative scheme.

# BUCKEYE



Effective Buckeye advertising and  
trade-winning Buckeye window dis-  
plays increase

## RETAIL LAMP SALES

for Buckeye customers. Our own and their  
prosperity is evidence of the *practical* nature of  
Buckeye commercial co-operation.

### The Buckeye Electric Works

OF GENERAL ELECTRIC CO.

CHICAGO

CLEVELAND

PITTSBURG

H. E. WELLS, AGENT, DALLAS





## Take This Thought and Drive It Home

*A Message from a Scientist and an Idea for the Salesman.*

By W. E. BAYARD



RODE on the train one night for a few hours between two cities in the middle west and listened to a man of science. He talked of optics and the slow failure of human eyesight. His mind was on scientific facts and the menace to the race, but it pointed to a great commercial opportunity and to a new argument for the proper lighting of the home.

He said,—"Did you ever consider the number of people who are wearing eye glasses today as compared with conditions five, ten or twenty years ago? Did you ever reflect on the fact that these lenses are simply crutches for the eyes—and what it means?" Then he gave me some figures.

The scientists, it seems, have been delving deep and they make definite statements. The strain and burden on the human eyes have increased in the last century, they claim, more than 1,000 times as much as they have grown since the birth of mankind. It is as though, through the preceding generations, we had learned to hold a weight of two pounds at arm's length and then within 100 years called upon our right arms to support 2,000 pounds. The muscles would be powerless against such abuse, but our optic nerves have struggled on.

Man's physical system was schemed for the aboriginal who rose with the sun and slept when the dark returned. Times have changed and the body has adjusted itself, but the sense of smell, the sense of taste, and the sense of feeling carry burdens no whit more. The sense of hearing has a somewhat more rigorous life, but not excessively so. But the eyes are assailed at every side; reading, study, long evenings under artificial light, looking out of car windows, theatres, flaming arc lamps, "the movies" and insufficient rest have all imposed and superimposed their burdens, and we find ample evidence and proof in the growing number of oculists' signs and opticians' shops, and in the multitude who wear crutches for their eyes. Our eyesight is steadily weakening and we are resorting to purely temporary relief.

Can anything offer a better theme for the central station fall campaign?

School is in session once more. Children are struggling with their "home work." Most of it is done in the evening by artificial light, and glare and shadows are taking steady toll. The press, the pulpit, the women's clubs, all parents, all public opinion can be enlisted to fight for the welfare of these children. If improper conditions of lighting in the homes were affecting the children's legs instead of their eyes; if the number who walk on crutches were increasing as the number who see with crutches is growing year by year, there would be a national crusade against bad lighting.

There can be a national crusade against bad lighting that will focus the attention of every home on this menace. It is up to the central station.

There can be a local crusade in your town. It is up to you.

It will begin just as soon as you call the minds of parents to the fact that eye-glasses are crutches that never cure.

Take this thought and drive it home, backed by the Mazda lamps and the re-

flector—"Do you want more crutches in your family? Crutches are for cripples."

Talk it to the newspapers, to the clergy, to the school board, to the teachers, to the clubs, to the parents, to every prospect. It will wire more contracts than any argument you ever used.

### Refrigeration Congress

The third international refrigeration congress will be assembled in Chicago September 17 to October 1. Forty countries will

be represented, and twelve affiliated associations will participate in the meetings. Dr. Frank W. Gunsaulus, president of the Armour Institute of Technology, will be the presiding officer. A number of entertainment features have been planned for visiting delegates.

Leon S. Dure

Leon S. Dure of Macon, Ga., has been elected vice-president of the Union Railway & Light Company, the Central Georgia Power Company and the Macon Gas Company (the Leach Company's properties in Macon) to succeed T. F. Wickham, who will be identified with the Leach interests in Cincinnati.



Another Flexlume installation which proves that the small merchant needn't go electric-signless because he can't afford a big lamp-letter sign.

Nothing cheap about Flexlumes—a perfect day and night sign you can sell to trade you've never reached before. Write

**THE FLEXLUME SIGN COMPANY, Buffalo, N. Y.**

746 First National Bank Bldg.,  
Chicago, Ill.

St. Catharines, Ont.

1112 West Sixteenth Street  
Los Angeles, Cal.

## THE UNIT FOR YOU

### HOLOPHANE ~ ~ REALITE

Gives a soft,  
well-diffused and  
evenly  
distributed  
light



Is the most  
efficient enclosing  
glassware  
in the  
world

The Holophane-Realite here pictured is designed for high-class stores, clubs, hotels and banks desiring individuality in lighting effects. It is the most economical unit you can install because it is the most efficient enclosing glassware in the world. It is the most desirable for high-class installations because it sheds soft, well-diffused, yet brilliant illumination of pure white color. Although the Holophane-Realite is a distinct innovation in store lighting equipment, it has already been adopted by dozens of high-class retail establishments. Will you let us send you pictures of these stores? Will you let us tell you what the owners think of Holophane-Realites, so you can judge for yourself.

## HOLOPHANE WORKS

OF GENERAL ELECTRIC COMPANY  
CLEVELAND, OHIO

New York

Boston

Philadelphia

Chicago

San Francisco

THE SATURDAY EVENING POST



## Proved by Broadsides

THE terrific shock that accompanies the firing of a broadside is a most destructive test that can be applied to incandescent lamps. Mazda lamps stand it fifty per cent better than old fashioned lamps. They give three times as much light and better light. Nothing like the broadside test can be applied to about break down.

# The C Powerful Fall Advertising

for National Quality *MAZDA* Lamps was fired on September 11th, with the appearance of the full-page "Broadsides" ad in the Saturday Evening Post together with other prominent ads in the big popular magazines.

This fall greater interest than ever in National *MAZDA* lamps will be created in every city, town and village throughout the United States—and especially in your neighborhood where more circulation is reached by magazines than by the best of your local newspapers.

NATIONAL QUALITY  LAMP DIVISION

OF GENERAL ELECTRIC CO

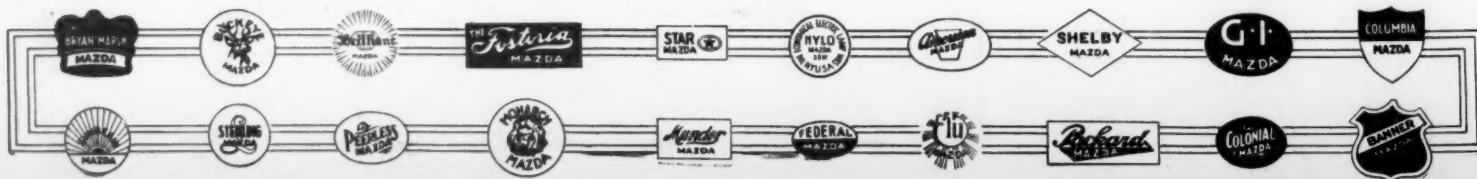
Cleveland  
SIXTH CITY



American Electric Lamp Works,  
Central Falls, R. I.  
Banner Electric Works,  
Youngstown, Ohio  
Brilliant Electric Works,  
Cleveland, Ohio  
Bryan-Marsh Electric Works,  
Central Falls, R. I.  
Chicago, Ill.

The Buckeye Electric Works,  
Cleveland, Ohio  
Colonial Electric Works,  
Warren, Ohio  
The Columbia Inc. Lamp Works,  
St. Louis, Mo.

Economical Electric Lamp Works,  
New York City  
Elux Miniature Lamp Works,  
New York City  
Federal Miniature Lamp Works,  
Chicago, Ill.







# the Opening Shot in Our Advertising Campaign

Don't lose a single chance to link your business to this powerful advertising. Get the people into your store. Acquaint them with the fact that you handle National Quality **MAZDA** lamps, by means of attention compelling window displays, through your newspaper advertising and by any other methods occurring to you that will result in increased sales of these high quality lamps.

And remember you can sell a whole carton as quickly as you can sell a single lamp.

**NATIONAL QUALITY LAMP DIVISION**  
OF GENERAL ELECTRIC CO  
Cleveland  
SIXTH CITY

The Fostoria Inc. Lamp Works,  
Fostoria, Ohio

General Inc. Lamp Works,  
Cleveland, Ohio

Monarch Inc. Lamp Works,  
Chicago, Ill.

Munder Electric Works,  
Central Falls, R. I.

Packard Lamp Works,  
Warren, Ohio

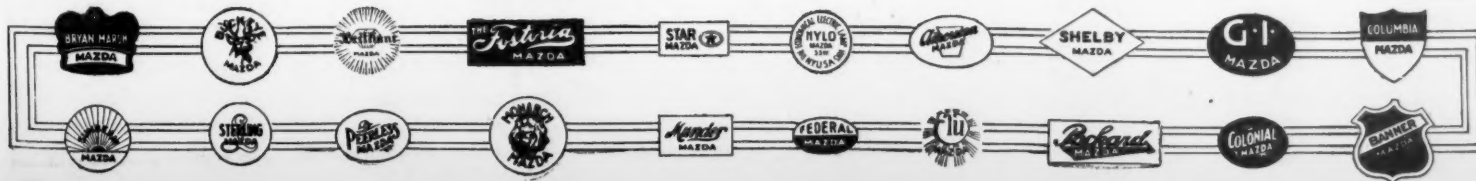
The Peerless Lamp Works,  
Warren, Ohio

Shelby Lamp Works,  
Shelby, Ohio

Standard Electric Works,  
Warren, Ohio

The Sterling Electric Lamp Works,  
Warren, Ohio

Sunbeam Incandescent Lamp Works,  
Chicago, Ill.  
New York City



### 1,337 Fans Sold in Northern Illinois Campaign

The Public Service Company of Northern Illinois sold 1,337 electric fans during the hot season, thereby breaking its record for 1911 when over 1,000 fans were sold.

On May 17, headquarters sent out a merchandising letter to member companies, reminding them that the fan season was on and urging that fan window displays be featured throughout the summer. On June 19, a second "ginger" letter was issued. It pointed out that the Company had ordered over 400 fans "between Monday morning and Thursday noon," and urged that the 1911 record of the Company could be broken if everybody would only strike while the weather was hot. This letter also authorized the various districts to call up the best livery in their towns and hire and decorate a wagon for use in distributing fans to their customers. If company wagons could be used, so much the better, the idea being to get a real fan fleet under way before July 1. The following P. S. suggests the "gingery" character of the letter:

"We have bought both General Electric and Westinghouse Companies out of 16" and 12" oscillating fans, but there are two cars of fans now speeding towards Chicago from the east and they should be in by Saturday. Remember, agents' commissions apply on fans."

The decorated delivery wagon which was used in Joliet, Ill., typified the manner in which the campaign was run in all the districts. A large fan was placed on the roof of the delivery wagon, and so arranged that it would run idly with the wind created by the motion of the vehicle.

Side signs on the car body read, "Electric fans—Solid Comfort—cost 0.25 cent per hour to operate; \$8 and up." During recent hot spells, electric fans were delivered by the wagon load in the vicinity of Joliet. W. C. Hill is superintendent of the district.

### New Reco Wall Reflector

The Reynolds Electric Flasher Manufacturing Co. of Chicago and New York are placing upon the market a specially designed RECO Reflector for painted walls, bulletins, and billboards. The reflector is supported by wire cables, which in turn are fastened to cross arms at the top and bottom

of a sign. The reflector contains a 100-watt mazda lamp, and the full force of the light is evenly distributed without shadows or dark spots over fifteen square feet of sign surface.

The Reflector is porcelain enameled on steel, has a glassy, white reflecting surface on the inside, and is blue on the outside. This material is practically indestructible, and at the same time, requires no repainting. RECO Reflectors are easily erected by any one, and Day signs can be turned into electric signs by a small expenditure for reflectors and electric light current—a desirable load for the central station.

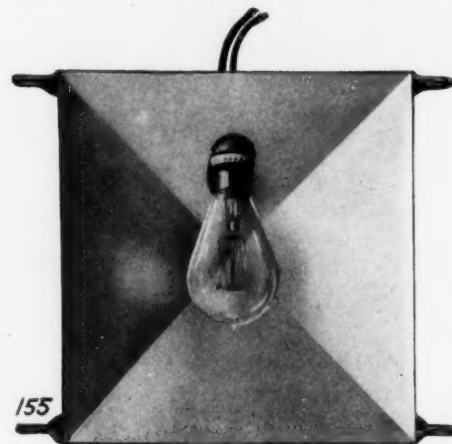
The latest bulletin of the Reynolds Company, a complete catalogue of Reco Flashers, is now available for distribution.

### W. H. Johnson

W. H. Johnson, who succeeded W. F. Harritas as first vice-president of the Philadelphia Electric Company, has been elected a member of the board of directors of that company. Mr. Johnson has been identified with the electric lighting interests of Philadelphia for 26 years.

### Zenas W. Carter

Zenas W. Carter, Secretary of the Electric Development Association, Boston, Mass., and Mrs. Carter, sailed July 13 for Europe on the steamer "Ionian" of the Allan Line, Montreal. Mr. and Mrs. Carter are touring in England, France, Belgium and Scotland.



Interior view of Reco Reflector, showing 100-watt lamp



### Look It Over Central Station Men

Compare

### THE "Conlon Electric" Washer and Wringer

Point by point with any other electric washer on the market, and we know your decision will be--

### "That's the Machine for my Customers"

See the staunch, trim, attractive design--the enclosed gearing--the silent, positive, shaft drive obviating all belts, chains and complicated machinery--the patented safety wringer release.

You know how the absence of these features has hindered you in selling electric washers--you will readily appreciate how their possession will aid you in selling the "CONLON ELECTRIC."

We will ship you a "CONLON ELECTRIC" to place with any of your customers for

## 15 Days Free Trial

subject to return at our expense if it does not prove entirely satisfactory.

Our cooperative sales plan will interest your customers, and bring them to your display room. Show them the simplicity and wonderful work of the machine and you will soon add many satisfied consumers on your line.

Write for our new catalogue and selling plans to-day.

## Conlon Electric Washer Co.,

320 North May Street  
Chicago, Illinois



One result obtained with the Reco Reflector



# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

SEPTEMBER, 1913

## "SIGN HERE"—AND NOW

Every salesman knows that there is such a thing as "talking yourself out of the order." You can get a man to the point of reaching for the pen—and then add another phrase that makes him lay it down again. Or, wait too long and the trick is lost. It would appear that something very like this same kind of an influence is hobbling the feet of the Society for Electrical Development.

When the project was first launched, there was widespread interest all over the industry, there was much enthusiasm in many spots, many of the larger manufacturers pledged large contributions, payable when the movement became a "going concern." Yet in the months that have passed there has been but little visible cooperative development, and delay has cost many signatures.

Other people do this sort of thing better. The cement manufacturers, we learn by an obscure paragraph in the daily press, have pledged a cool million toward the transcontinental roadway that the auto folks are planning. The British athletes and their friends are completing a fund of half a million to equip and train a team of runners and weight tossers for the next Olympic. Perhaps motor turnpikes and foot-races are more worthy or more practical than the development of the electrical industry, but it would seem as though there ought to be as many men and as much money willing to take a chance on electrical cooperation as on concrete culverts and discus-throwing.

It must be said to the shame of the electrical industry that there has been a deal of hanging back and "stalling." There has been mighty little real faith shown—mighty little of what may be termed sporting blood. And no movement of this sort will ever attain momentum unless the subscribers, as a whole, are willing to sign on faith and take results for granted—at least the first two or three years.

Stop asking everybody—"What do you think of this Society for Electrical Development?" You know the mettle of the men behind this movement. You have seen your share of the recent subscription campaign. There is no reason why cooperative electrical development should not become a reality—and soon—if *your* company will do *its* part. Take out your fountain pen and sign.

## THE UNWIRED HOUSE

There are three reasons for the truly scandalous number of unwired houses which still line the streets of almost every city in the land to the shame of the central station. These reasons are:—

1. People are afraid of damage to their homes if they let the wireman in.
2. They are afraid that the installation will be costly, that "extras" will creep in and that electricity means expense all-around.
3. The central station has not quieted their fears by going right after these two bugaboos and arousing the interest of the public in the real facts.

The average householder hasn't the slightest concern with the wireman up to the time that he begins actually to consider employing him, and consequently he knows nothing about him. The average householder has never looked at electrical equipment as furniture, and hence high and low in price for the rich man or the poor man. The central station is to blame.

Of course, the greatest of all obstacles is the matter of cost, but the last few years have developed the best of arguments to satisfy the most rigid sceptic in the wiring of the thousands of small buildings connected on the controlled flat-rate basis. Hundreds of Polak miners' shanties out in the Pennsylvania coal fields are now lighted by electricity. Hundreds of "pore white" and negro habitations—cabins and corner stores in southern cities—are now enjoying electric light. Here's the proof sufficient that electricity is becoming the poor man's light, and not bought on a luxury basis.

Whether you believe in a controlled flat-rate or not, whether your territory provides a profitable opportunity to apply it, in no way effects the value of this new development as *evidence* of the cheapness of electric light.

The house wiring campaigns are now on or starting all over the country. The long evenings are coming. It is the time o' year to talk electric light and complete electric service. It is the time o' year to go a-gunning for those two old kill-joys, fear-of-the-wireman and fear-of-the-cost. It is as pertinent a message for the consumers as it is for the never-yet-connected home, for the lack of facilities for plugging in appliances, *where they're wanted*, stands in the way of complete electric service in many a household.

We are paying a big price for the near-sighted sales policy that has ruled in the past. The salesman has called and recalled at the unwired home to convert the prospect to electric light. That has been the first job. Next he has sold an iron, then a fan; but even it has been a one-little-thing-at-a-time call. Complete electric service has ever been a dream of the far future, not to be seriously agitated as yet.

Is there anything more interesting to the average man and woman today than a rational, comprehensive plan for providing

mechanical processes to do the housework? Is there any more pressing subject than that of more domestic efficiency as a road to a lower cost of living?

The time has come when the central station salesman should prepare himself to discuss this problem as an expert with a solution. It is time that he provided the facts and figures for its presentation. It is time that he began to make appointments to meet the man and the woman together, in the evening, in their own home, and discuss with them the opportunities to apply electric service for the purpose of more comfort and economy.

The central station salesman has come to a point where he is entitled to take himself a little more seriously. "Complete Electric Service" is the slogan of the industry. That's what "Do it Electrically" means and that, after all, is the goal. And if its possibilities are laid before the original prospect, kept in the mind of the "partial consumer" and featured constantly before the eyes and in the minds of the public, it will have cumulative influence far reaching. There is food for any man's ambition in that thought, and the time to make it your own first thought is right now in the fall campaign for residence business.

## A CHINEE'S FAITH

An interesting and impressive story is told of the late Mr. C. Edgar Titzel, who during the last years of his life was acting manager of the Lancaster County Railway and Light Company of Lancaster, Pa. Mr. Titzel was the son of a prominent local clergyman, and a man who had gained the love and confidence of the entire community as the anecdote well illustrates.

It seems that a Westinghouse salesman was talking to Mr. Titzel one day, in the latter's office, when in walked a Chinese laundryman who took a bundle of greenbacks out of his pocket, threw them on the table, and said with true Oriental laconicism:

"Make money for me."

Then he turned on his heel and started to walk out. Mr. Titzel called him back and asked what the money was for—if he didn't want a receipt or something.

The Chinese said, "No, you keep it, make money. I'll come back some day," and he made his departure.

It was a humorous incident—also a remarkable recognition of Mr. Titzel's method of breeding popular confidence. There was no more reason for the Chinaman's entrusting his earnings to the central station man than to the leading grocer or druggist of the town, save for one thing. Mr. Titzel had gained a reputation that singled him out as a man of unusual honor and fair dealing.

Of course, it was not a typical case. Yet it proves that there is no reason why a central station manager should breed popular hate and distrust when public trust and confidence can be won so easily.



### Improving Garage Service

*Philadelphia Central Station Aims to Make Every Local Garage a Charging Station*

The Philadelphia Electric Company has just instituted a plan to encourage local public garage owners to install electric vehicle battery charging apparatus. It is as yet too early to tell how the garage people are going to take hold of the idea, but it is a real attempt to checkmate one objection to the electric vehicle—that the average garage facilities for charging batteries are poor.

In accordance with this plan, the central station has issued a "Public Garage" contract, which covers the details of the battery-charging installation, establishes a rate of six cents per kilowatt hour for charging electric vehicle batteries (with a minimum rate of 50 cents per charge), and entitles the garage to a commission of 33 1/3 per cent for all current sold.

A form letter has been sent to all electric vehicle agents and garages in Philadelphia, which outlines the plan and points to the opportunity it presents to both. As these letters point out, many Philadelphia owners of electric vehicles, both pleasure and commercial, have been put to the great inconvenience of being obliged to garage their cars several miles from home because the garages in their immediate vicinity have not seen fit to install necessary equipment for charging electric vehicle batteries. This condition means a double money loss—to the vehicle owner and to the garage which loses the business inherently belonging to it in its own district.

The Philadelphia Company has gone a step further by engaging the services of an electric vehicle and battery expert whose business it will be to give all kinds of free service to customers, to call on request and inspect the batteries, to make periodic calls to inspect all charging sets connected to the Company lines, and to give instructions wherever required regarding the proper handling of cars and batteries.

Judging the plan on its promise, it is felt that this offers every garage in Philadelphia a real chance to embrace the opportunity afforded by the rapidly increasing use of electric vehicles in that city, and to increase its own business at a good rate of profit. Electric vehicle agents, also, can now answer what is always a leading objection of the average prospect, that the garage in his neighborhood couldn't take care of him if he did buy an electric. All electric vehicle owners have been notified regarding the new plan.

### Winning Publicity in the Small Town

We have just received in this office some newspaper clippings from Wallace, Menominee County, Wis., which show how the public utility of a small community can secure liberal publicity.

Wallace claims to be the smallest community in America enjoying electric illumination. As one newspaper terms it, "With less than 100 residents, the village enjoys the electric light advantages of a metropolitan city, in so far as its homes are concerned." This paper also tells all about The Menominee and Marinette Traction Company's outdoor sub-station at Wallace, while a second paper gives considerable space to a description of the Donkin cent-hour meter which the Company has installed.

On the whole, it is pretty good publicity for a central station that has only fourteen

homes and a canning factory under its jurisdiction. The Company is evidently learning to do what many of the large central stations apparently have forgotten to do—win popular esteem through judicious use of the press.



### Flashing the Store Interior

By W. S. WALLACE,  
Commercial Department, Rochester (N. Y.) Railway  
& Light Company

We have an installation (The Star Palace Laundry) where both the sign and the interior lighting system are in circuit with a flasher so that, after the sign has completed its cycle of flashes and gone out, the interior of the store, itself, flashes on for an instant. The effect is very impressive and so unusual that it draws the eyes of passers-by for a considerable distance away, and makes a new feature of electric advertising. It offers a good idea for department stores where a sudden lighting up of the interior would show up the goods.

### Combining Electric Sales with Domestic Science

The Denver Gas & Electric Light Company is making good business use of the present popularity of domestic science. It is giving a series of lectures on five afternoons each week under the guidance of a prominent domestic-science teacher. The whole subject of scientific housekeeping is covered in these lectures.

However, from the central station stand-

point, this is not the real significance of the plan, which is just this. When the Denver Company sends out notices of these lectures and demonstrations, it encloses a coupon which is good for a substantial rebate in the purchase of any one of twelve groups of apparatus, each of which includes a vacuum cleaner, and with the fixed price of \$50 for each group. Payments may be made by the monthly plan. Thus, the education of the housekeepers begins in the lecture room and ends in the central station salesrooms.

## PUSH

### Peerless Fractional Horse-Power Motors and Low-Volt Generators



now, while everything's a-hum in Office, Store and Shop.

There's a ready market for their all-around excellence and adaptability to every kind of small power requirement, both A. C. and D. C.

**The Peerless Electric Co.**  
**Warren, Ohio**

Agencies in all Principal Cities

### What We Did In

## GARDNER, MASS.

### We Will Do For You.

We sent one solicitor to the Gardner Electric Light Co., and in one year connected up 350 new consumers. Then 150 more followed—all small homes and stores—all from a population of 11,000.

The Excess Indicator practically created this business.

—These 350 prospects were people *who would not consider electric light* until the flat rate and Excess Indicator were offered. Now they are satisfied customers—profitable accounts, mostly paid in advance.

And all the time, the monthly gain in meter accounts steadily increased.

You have never been able to sell to hundreds of small homes and stores in your town. We can get this business for you.

The story of Gardner and other campaigns will show you how and why. We have signed statements to prove it.

## EXCESS INDICATOR COMPANY

Westinghouse Bldg.

Pittsburgh, Pa.



## A-BEST-O ELECTRIC IRON

Here's a Flatiron  
with a "Human  
Interest" Feature

*An Iron that regulates its heat  
for heavy or thin materials.*

Other electric irons "all look alike" to the Housekeeper. She can't tell which is the best. The salesman can't prove it. So she selects for price and fancy finish.

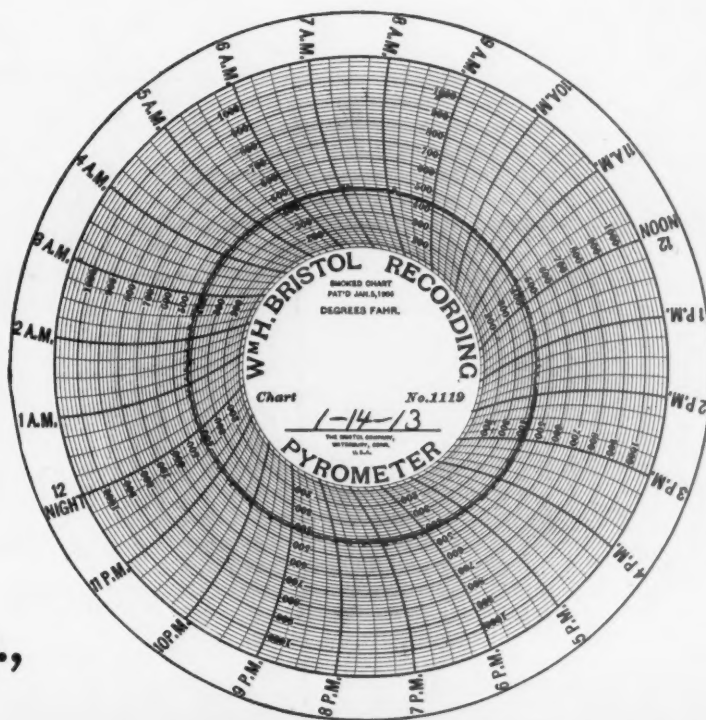
The A-BEST-O Iron will appeal to every woman as better than every other iron. It regulates the heat for heavy or thin materials. No risk of scorching. No turning current off and on. You can demonstrate it. You can talk it. You can prove it.

The A-BEST-O Iron will out-sell any other. The "human interest" feature does it. It helps the central station salesman sell his goods. Write for details and prices.

We offer to send an A-BEST-O on approval to any accredited central station. Let the iron talk for itself. If it makes good, we can get together.

Ask for a copy of "The A-BEST-O Text Book." It tells all about the thermostat, condenser, heating element, etc., etc.

The accompanying reproduction of a recording pyrometer chart shows the wonderful performance of an A-BEST-O Automatic Electric Iron taken from regular stock. The curve indicates the uniformity of temperature regulation by A-BEST-O thermostatic heat control. Observe how closely the curve follows temperature line. The slight fluctuations are partly due to variations in the current and vibrations of the instrument. We invite electricians to make similar tests.



**The Dover Manufacturing Co.,**  
Canal Dover, Ohio



(Continued from page 254)

pad, a bottle warmer or a nursery sterilizer.)

He calls on the well-to-do man just before Christmas and suggests a real Christmas present for his wife, an insurance policy. (Why shouldn't the central station man go to this man's office on this highly confidential errand and sell him an electric appliance to add to the comfort of his wife? He can watch the papers for "away on vacation" news, and sell more appliances to be installed as a surprise for Mrs. Bixby when she comes home.")

My friend the life insurance salesman does these things to find the most favorable prospects, and he does a dozen things more, every one of which suggests a similar opportunity for the central station salesman. For every man who is a prospect for insurance—and that means every man with a home—is a prospect for the central station. The woods are full of prospects; the thing for the salesman to do is to hunt in the woods where the underbrush won't trip him.

Stand the central station salesman up beside this life insurance man, and analyze for quality and what do you find? You find three great weaknesses; and these three missing attributes are the three factors which make the master salesman.

The central station salesman has no basic, established and proven selling system, to stand behind him at every point and give him aim and poise and purpose.

He has no support in data and statistics, real human facts and figures, to stay beside him at every step in the day's work, prove his authority, and make him resourceful.

He has no complete selling scheme that embraces the past, the present and the future to go before him finding him ready-made prospects and combining the influence of his past efforts to create new business for him.

The central station salesman at the present time, is working as an individual, wandering about, skimming off the cream where most apparent, and forgetting that beneath, in the milk, is sugar and casein, that can be harvested while he's there. There is plenty of material in salesman and sales managers, but the system, the organization, the "dope book" and the absolute and eager conviction that every prospect not landed is the salesman's fault—here's where the insurance man is miles and years ahead in selling efficiency.

The question is—Where will the central station get all this data and system?

And the answer is—Where did the insurance companies get theirs?

They dug it out.

They created it.

They compiled it.

They compelled the salesman to produce.

They laid down the rule to all, that nothing is good but a signed order.

They schooled their men to get the business TODAY.

The manager stands up, points a long finger at a man in the back row, at the weekly meeting, and says, "Mr. Green, give me ten reasons why a man should not delay signing the application at once?"—"Mr. Strong, what argument in your opinion, sold your last case? State the conditions."

The central station salesman is a perfectly good soldier, but he goes out to fight without the rapid-fire guns to support him from behind, and without the cavalry scouting on ahead. It is organization and sharp tools that has made a master salesman of the life insurance man and against the keenest competition and a universal prejudice. Why not deliberately go to work to appropriate all of the sales genius of this man that can be applied to our kindred selling problem?

## U. S. Government Buys Brooklyn Edison Current

The Edison Electric Illuminating Company of Brooklyn has just secured a contract from the United States Government for the exclusive supply of light, heat and power in the Brooklyn Post Office, a massive building which covers nearly an entire city block.

A private plant has been operated in this building for upwards of ten years, and it took a year of negotiating on the part of the Edison Company to convince the Treasury Department, which has jurisdiction in the



Brooklyn (N. Y.) Post Office for which Edison Company has been awarded contract to supply light, heat and power.

premises, that it was more economical to purchase electric light, power and steam from the local central station than to generate it.

The replaced equipment consists of two 50-kw and one 75-kw generators, direct connected to standard upright automatic engines, and two 12-inch by 20-inch duplex steam-driven air compressors, and one 14-inch by 18-inch duplex air compressor.

The Brooklyn Edison Company's success is significant from the fact that private plants have been installed by the post-office departments in many other large cities throughout the country.

## Wagner Auto Service Department

The Wagner Electric Manufacturing Company of Saint Louis have opened a store and service department for the maintenance of their automobile starters at No. 1253 Woodward Avenue, Detroit, and are combining with the same their Detroit office which has heretofore been in the Ford Building.

## Stephen L. Coles

Stephen L. Coles has been appointed acting secretary-treasurer of the Society for Electrical Development to succeed Philip S. Dodd resigned. Mr. Coles formerly was director of publicity of the Society and brings to the new job extensive and all-around journalistic and advertising experience, including several years' service as managing editor of *Electrical Review*.

## Thomas Edwards

Thomas Edwards has been appointed manager of the Malvern [Ark.] Electric Company.

## At Home At the Office In Any Place of Business **BENJAMIN PLUG CLUSTER**

is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. It requires no extra wiring—you simply screw it into the socket.

For sale by all Electrical Dealers  
**BENJAMIN ELECTRIC  
MFG. COMPANY**  
120-128 So. Sangamon St.  
Chicago



## *Packard* **TRANSFORMERS**

Have been leaders since pioneer days

and

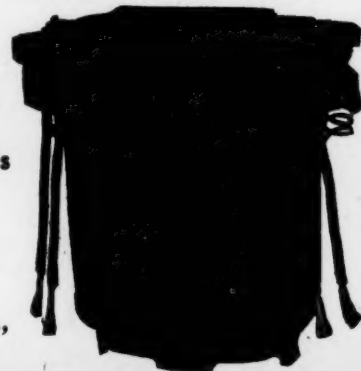
## **PACKARD INSULATION**

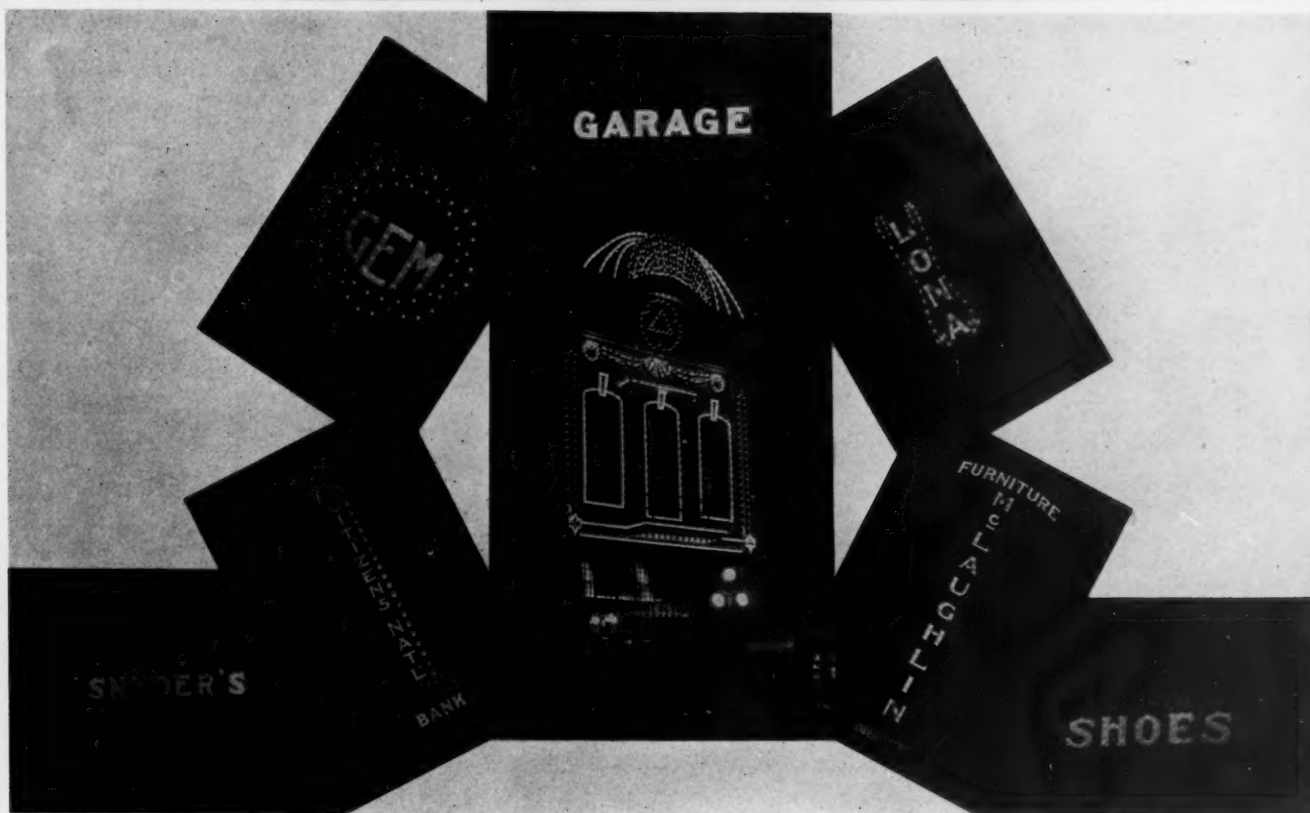
Including Insulating Cloth, Tapes and Varnishes

**Explains Why They Lead.**

Several new bulletins. Get on our mailing list.

**THE PACKARD ELECTRIC CO.,**  
342 Dana Avenue, Warren, Ohio





## Why Do They Call Sedalia the Most Progressive Little Town in Missouri?

### *Electric Signs are One Big Reason*

In this town of 19,000 inhabitants, we sold 8 signs in two weeks—the first of their kind ever seen here—with many new prospects interested, some of *them* now ready to close.

This "Sedalia Success" was won by the brains and energy of Harry D. Frueauff, the Local Business Manager, and his able staff, and by—

*Valentine and his Sign Shop—Valentine Originality, Service, Cooperation, Quality, Workmanship, and Fair Prices.*

Our many successful sign campaigns in small towns like Sedalia have proved that the smallest and "deadest" of them can be *electrified*.

It needs only your own Sales Energy backed by Valentine and his organization.

**Valentine Electric Sign Company,**  
Atlantic City, New Jersey



### Plans and Progress of Society for Electrical Development

*A Summary of Arguments of Society Officers for Increased Membership—the Society Prize Offer to Jovians*

As a stimulative example of what ought to be done, J. Robert Crouse has personally subscribed \$10,000 to the Society for Electrical Development, and has informed some of the best known men in the electrical industry to that effect. Mr. Crouse also handed in twenty signed subscription blanks amounting to \$10,500, to the chairman, A. W. Burchard, at the meeting of the Board of Directors held in New York on August 18. The membership now exceeds 300 and over \$134,000 has been pledged to date. W. E. Robertson, chairman of the Society's campaign committee, has received applications from more than 100 companies since the last meeting of the Board. The Jovian cooperative campaign also is well under way and promises to be very effective.

As an incentive, the Board of Directors of The Society for Electrical Development has authorized the payment of the following cash prizes for members secured between August 15 and September 30, 1913.

\$500 to the Jovian League securing the largest number of members.

\$250 to the individual Jovian securing the largest number of members.

\$150 to the individual Jovian securing the second largest number of members.

\$100 to the individual Jovian securing the third largest number of members.

The Society has lately caused to be published a number of very strong and timely papers by President H. L. Doherty and Vice-Presidents L. A. Osborne, Ernest Freeman and J. Robert Crouse, Secretary-Treasurer Stephen L. Coles, and General Manager J. M. Wakeman of the Society, and Jupiter Frank E. Watts of the Jovian Order. They have been true "reasons why" copy, the kind of effective publicity that has been leading to new members.

Briefly summarized, the important arguments used in these papers are as follows: The Society makes it possible for all to cooperate and contribute towards the more rapid development of the electrical business. The Society will bring about a more general and intensified cultivation of the market. The Society is the focal point at which the manufacturers', the central station, the contractors', the jobbers' associations, and others, can meet and cooperate. The Society can undertake national advertising campaigns better than any other body, and negotiate and cooperate with other national bodies.

The ratio of sales expense to sales tends to increase. The gross sales for 1912 in the electrical business totalled about \$800,000,000, and the sales expense about \$80,000, or one-fifth of the gross sales of all the central stations. This expense is incurred by approximately 5,000 central stations, 500 manufacturers, 200 jobbers, 5,000 dealers and contractors, a total of 10,700 organizations. This results in wasteful competition, expensive duplication of all kinds of sales efforts and failure to cooperate in a definite organized plan towards legitimate competition. The Society proposes, by means of a broad, common organization of the entire industry, to remedy all this: to promote and popularize electric service. For this, it is proposed to expend a minimum of \$200,000, or but one-fourth of one per cent of the \$80,000,000 of competitive sales expense already mentioned. The plan means real progress in the direction of more efficient distribution of electric service through joint cultivation of our common

market—a new kind of consolidation for sales efficiency.

By means of the advertising planned by the Society to awaken an interest in things electrical, specific classes of workers can be interested in the possibilities of electric service for their respective lines: the contractor and builder can be educated to install outlets in their buildings for the use of appliances; the electrical vehicle can be promoted; real estate dealers and investors

can be educated to make capital of electrically lighted and equipped homes; the men in the professions—dentists, surgeons, doctors—and a multiplicity of trades, can be taught their electrical lesson.

The Society will not only help materially to develop the electrical industry as a whole, but each individual member will naturally secure a direct personal profit from the work, since there will be more business of every kind to go around.

OUTDOOR ADVERTISING EVERYWHERE

**The O. J. Gude Co., N.Y.**

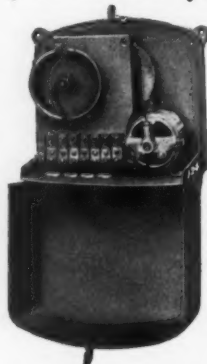
Originators of Spectacular Electric Sign Advertising, and of the "Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677

## AN ELECTRIC SIGN

Is the greatest advertising force known if it is alive with **Flasher Motion**.

Put a RECO Flasher on every sign you install, and you make your town a thing of surpassing brightness and beauty by night, and give your customers the greatest advertising impulse buyable.



Reco Sign Flashers  
Standard types and special designs. Many exclusive features of superiority.



Reco Lamp Hoods  
Natural colored glass. All sizes, all colors. Stay on, securely held.

**RECO Lamp Hoods make sign color as RECO Flashers make sign motion--- all your own.**

**REYNOLDS**  
ELECTRIC FLASHER MFG. CO.

Largest Manufacturers of Flashers in the World.

Also Manufacturers of Billboard Reflectors, Transformers, Time Clocks, Window Displays, Etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York



### Electric Fan for Cooling Chocolates

By C. A. SUNDERLIN,  
Commercial Manager, The Colorado Springs (Col.)  
Light, Heat and Power Company

For some time past, we have had requests from various confectioners for some method to keep chocolates from melting in the show cases during the Summer weather. We finally worked out the idea of using a small eight-inch electric fan in each show case, leaving the door slightly open at each end, so that there would be a good circulation of air throughout the case at all times. This method proved to be an advantage over refrigeration in a show case as the cold would cause the chocolates to harden and turn gray. The depreciation of stock of this kind is considerable and this plan is becoming very popular with all confectioners, since it represents no mean saving in this perishable commodity during the hot season.



**"American Beauty"**  
**Electric Iron**  
The Best  
By Ironing Board  
Test

GUARANTEED FOR  
ALL TIME

American Electrical Heater Company  
1335 WOODWARD AVE.  
DETROIT MICHIGAN U.S.A.  
OLDEST AND LARGEST MAKERS



### Engineering Society Convention

Final arrangements have been made for the seventh annual convention of the Illuminating Engineering Society at Pittsburgh, September 22 to 26. The technical program as finally laid is unusually comprehensive and representative, while baseball, golf, tennis, theatre and bridge parties, trips to some of Pittsburgh's big industrial plants, automobile rides, and the annual banquet will make up a very strong program of entertainment.

A large number of members and other interested persons have signified their intention of attending the convention, and attendance totals are expected to attain to record size. A special train has been arranged by the Attendance and Transportation Committee to leave New York over the Pennsylvania Railroad Sunday, September 21, at 10 a. m. Boston delegates also will go by this train. The Philadelphia delegation will be picked up at 11.57 a. m., the Baltimore and Washington delegates at Harrisburg at 2.35 p. m. The train will arrive at Pittsburgh at 8.50 p. m. There will also be a special train for Western delegates over the Lake Shore and Michigan R. R. from Chicago. Hotel Schenley will be Convention Headquarters.

### Electric Vehicle Convention

Chicago will be the scene of the fourth annual convention of the Electric Vehicle Association of America, October 27 and 28. Strong papers of interest, not only to manufacturers and central stations, but also to users and prospective users, will be presented. A goodly attendance is expected.

### Electric Cooking Campaign in a Town of 2,000

Returns from the electric cooking campaign which the Nashville (Ill.) Electric Light Company recently conducted, show how far a good sales idea, energetically and intelligently carried out, can go in a town of 2,000 population. A two days' demonstration in the company show rooms launched the campaign. Electrically cooked lunch was served, ballots were issued and an electric fireless cooker offered to the holder of the lucky number. Every customer was asked to attend the demonstration and take a chance on the fireless cooker by signing his name on a ledger. In this way, the central station obtained for future personal interviews a large number of names of customers who had definitely set themselves on record as being interested in electric cooking.

The result of the campaign, which was under the supervision of K. A. Steinhauser, secretary and manager of the Nashville company, was that eighteen electric ranges of the Hughes type were added to the central station's lines. They were all installed on ten days' trial, yet not one of them was returned. Most of the ranges were for domestic service, earning, at 3 cents per kw-hr., monthly incomes that averaged \$3.30. However, the number also included a few special ranges for hotels and restaurants which yield \$9 per month on the average.



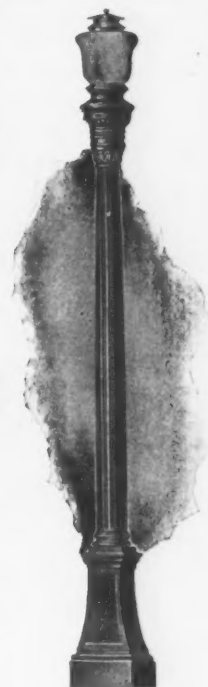
## WHY NOT GET the MERCHANTS

of your city interested in ornamental street lighting?

### Start Something

either with the Merchants' Association, Board of Trade or Boosters' Club or as a straight better-lighting - better - business campaign.

We can send you data that will start it, push it, and get it. Write for new catalogue.



New Haven, Conn.  
An installation drawing  
Street Lighting Committees from all over the country.

Lockport, N. Y.  
Bracket on existing  
trolley poles without  
removal of overhead  
wires.

ORNAMENTAL LIGHTING POLE  
POLES FOR ALL TYPES OF LIGHTING  
118 Liberty Street, New York City



## New Business MANAGERS!

It's "up to you" to sell "Juice." You can make *every* new tower clock a **BETTS ELEKTRIK KLOK**

You can install in *every* good moving picture theatre a Betts Klok Mono-gram

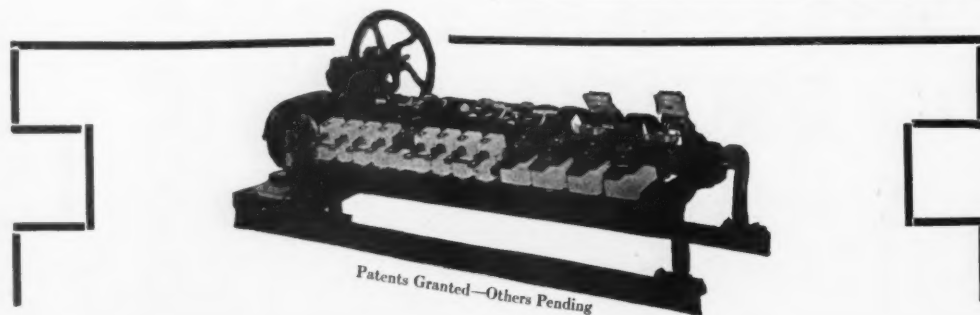


We built the **LARGEST ELECTRIC CLOCK** in the world

We install complete Electric Secondary Klok systems. Our master Kloks are self-winding and guaranteed within one minute per month. Our system is being adopted all over the world.

Our Self-Winding "Baby Dial Klok" will operate up to an 8 foot dial.

Price Complete, \$114.75



Patents Granted—Others Pending

## BETTS FLASHERS Predominate Because They're Better

For your customer's protection, INSIST upon them. Consider these six exclusive, essential features: (1) "Kilark Pickup" on every contact. (2) "Kilark Flipoff" at the "Break." (3) Iridite Contact Wheels. (4) Completely Ball Bearings. (5) "Quik-Change" Intermediate Gears. (6) Interchangeable Brush Holders and Contacts.

SEPTEMBER 1, 1913

"CURRENT EVENTS"

NO. 15

Mr. A. H. Cadwallader of San Antonio, who just completed the largest sign in the South, writes: "I had two flasher builders tell me that to build the flasher I required for this sign would cost me so much the price would be prohibitive; that it would exceed \$1000.00." "You made a splendid success and I will say that the price did not exceed my expectations. Nothing was spared to make a fine effect. Thanking you for your honorable treatment, I remain.

BUY RESULTS—NOT TROUBLE



Style A  
Pat. 1905

**COLOR CAPS.**

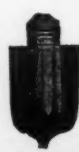
**SNAP ON—STAY ON**

Are used everywhere. Don't cheapen your signs with "Dip" or imitations.

**BETTS & BETTS**

Largest Manufacturers of Sign Accessories in the World.

254 West 55th Street, New York, U. S. A.



Style B  
Pat. 1912

### Making Electric Teachers of Hattiesburg Normal Girls

This picture shows a domestic science class at work over the electrical appliances which the Hattiesburg (Miss.) Traction Company has installed in the State Normal School located there. The installation is of the best and most modern type and has added very materially to the domestic science equipment of the school.



The Hattiesburg Traction Company has installed an electric cooking school that is a booster both for domestic science and the company's appliances.

to get domestic science training of the first class, has not only scored heavily with the public, but these future teachers will spread the value of electrical housekeeping among their own domestic science pupils in the local high school and elsewhere. By that route, they will place the central station message in many a household that perhaps would not be so readily reached in other ways.

The Hattiesburg central station there-

The central station is directly benefited, too. Its broad-gauge policy in helping the girls of the town and vicinity, who shortly are to be the teachers of the neighborhood,

fore wins in two ways. It has made the public more favorably disposed toward electrical appliances. It has also paved the way for a bigger future for cooking by electricity since the young housekeepers of the future will be trained by these teachers who, themselves, derive a part of their education from the central station cooking school.

### Large Turbo-Alternator for Philadelphia.

In order to take care of its rapid increase in business, the Philadelphia Electric Company has ordered two huge turbo-alternators. They are a combination of the steam-turbine with the electric generator, and are respectively of 35,000 and 30,000 kilovolt amperes capacity, sixty-five feet long and about 600 tons weight. The size of these machines will necessitate the construction of a new generating station to adjoin the present one at Christian Street and the Schuylkill River. Ten years ago the capacity of the Philadelphia Company was not as great as the capacity of the larger of the two alternators, 46,666 hp. The capacity of the new machines together would be sufficient to furnish service to a connected load of over 1,000,000 lamps.

### POSITIONS OR MEN WANTED

The rate for "Positions or Men Wanted" advertisements of forty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue.

Replies may be sent in care of Electrical Merchandise 17 Madison Avenue, New York City.

**YOU DON'T HIRE A MAN FOR BREEDING PURPOSES.** You don't care about his great-grandfather or his great-great-grandmother but you want to know what he **HAS DONE, IS DOING and CAN DO.** I have a **HAS DONE and IS DOING** record in the sales promotional work of electrically heated devices. **I KNOW—WRITE ME** (I will appreciate details). Address **H. N., ELECTRICAL MERCHANDISE, 17 Madison Ave., New York, N. Y.**

**P. S.** Referring to the above head—I **WILL** say that I am **WHITE.**

### The Dennison Sign

An interesting example of Cooper Hewitt lighting is the large electric sign of the Dennison Manufacturing Company of Framingham, Mass. The light in the sign is reflected light from the Cooper Hewitt lamps located at the base of the supporting irons, and the sign is distinguished for its pale emerald green color.

It is eighty feet long and the top of the tallest letter is nineteen feet from the roof. The total wattage is 1,380.

The letters in the sign, which reads "Dennison Mfg. Co." are made of wood, painted white and mounted on a frame-work of galvanized iron pipe. The capital letters are ten feet high and the small letters five feet high. The illumination is accomplished by eight type H automatic lamps, each placed in a galvanized iron box with glass door. The lamps are equipped with a specially designed reflector which directs the light so as to cover the entire surface of the letters.



An interesting example of sign lighting with Cooper Hewitt lamps.

A sign on the end of another building, consisting of the single word "Dennison" the same size as the work in the main sign, is illuminated by four type H automatic lamps. A large number of the same lamps that illuminate the sign are used throughout the Dennison factory for the purpose of illumination.

### Instructive Book on Wiring and Lighting

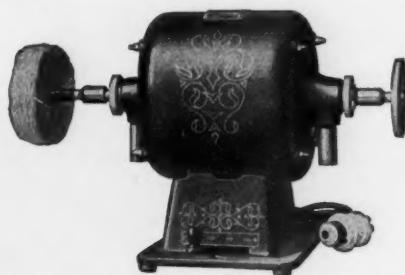
"Electric Wiring and Lighting" is the title of a comprehensive volume, bound in cloth, which the American School of Correspondence of Chicago has included in its series of "practical handbooks for home study." Its authors, Charles E. Knox, E.E., and George E. Shaad, E.E., and Professor of Electrical Engineering in the University of Kansas, are men of recognized standing in the electrical field, Part 1, which is the electric wiring section, treats of the four different methods of wiring approved by the National Board of Underwriters—"Wires Run Concealed in Conduits;" "Wires Run in Moulding;" "Concealed Knob and Tube Wiring;" "Wires Run Exposed on Insulators." The various phases of the subject are handled simply, clearly and at adequate length, while tables of data and illustrations are valuable additions. The formula and methods for calculating the sizes of conductors for direct currents, where the length, load, and loss in volts are given, and several pages devoted to the method of planning a wiring installation. "Wiring an Office Building;" "Outlet-Boxes, Cut-out Panels, and Other Accessories;" "Overhead Line Work;" "Underground Line Work;" are the titles of other fruitful chapters in this section.

The history and development of electric lighting is considered in the section given over to that subject. The type of lamps

used; the methods of distributing power to the lamps; the use made of the light, or its application; photometry and lamp testing; all these phases of electric lighting are treated. The various kinds of incandescent lamps—carbon, metallic filament, Nernst, special lamps and arc lamps are also carefully discussed with data tables and curves.

### Electric Dental Lathe

The Westinghouse Electric & Manufacturing Company has just placed on the market a new electric lathe designed especially for the use of dentists. It is made for operation on either direct or alternating current lighting circuits and is rated at 1-6 H. P. Speed changes are effected by a switch lever at the base, which has also an "off" position, so that the lathe can be stopped and started at the work. The



switch is built of material that is unaffected by moisture. The shaft is extended at both ends for mounting Ritter chucks which carry buffing and grinding wheels of various sizes, drills, burrs, etc. The chucks can be forced off the shaft by turning a knurled nut mounted on each bearing. The bearings are specially designed for grinding service; they are automatically lubricated by means of grease cups. All the working parts are enclosed and protected.

## Diversity Factor is Important in Rate Making

### Centralized Production and Diversity Factor

are the economic reasons for the existence of the central station.

Improving the Diversity Factor means improving the Load Factor  
**BUT**

### To Improve Diversity Factor

on your system it is necessary to know the time of day and year of the maximum demands of the various elements of the system and the ratio of these demands to the combined demand.

A record of this sort can be obtained cheaply and correctly in plain figures, showing the exact time of each and every demand, and also the amount.

Our booklet on Printometers describes this method of obtaining records and a copy will be gladly sent on request.

## MINERALLAC ELECTRIC COMPANY

CHICAGO, U. S. A.

PRINTOMETERS are made for us by  
CHICAGO ELECTRIC METER COMPANY  
Specialists in Maximum Demand Devices

While you're preparing for your Fall new-business campaigns, don't forget the

## THOR ELECTRIC

### Home Laundry Machine

It not only Sells Big, but the economies it effects in work and time saving readily suggest to your customers the value of complete electric service in the home, and quickly lead to other appliance sales.

The "Thor" is a permanent central station asset because it **stays sold**, and consumes current on every wash day. Washes clothes spotlessly clean, and saves 60% of the wear on materials and about 90% of the housewife's strength.

We'll help you get the Fall business by placing a "Thor" in the home of any responsible party for

**15 DAYS FREE TRIAL**

to be returned to us if not perfectly satisfactory. And we have a valuable cooperative selling plan for you.

For prices and full particulars, write



Equipped with two-roll reversible wringer

## HURLEY MACHINE COMPANY

CHICAGO, 520 West Monroe St.  
LOS ANGELES, 3rd and Main Sts.

NEW YORK, 1015 Flatiron Building  
SAN FRANCISCO, 523 Mission St.

TORONTO, Atlantic and Liberty Sts.



### Greenwood Night Letter

The Greenwood Advertising Company of Los Angeles, Cal., has devised an ingenious night letter both for getting prompter returns from slow-to-order prospects, and for making sure that complete and clear information comes in with every order. The printed matter on this blank reads as follows:

Forward us design and specification for electric sign reading .....  
 Size electric letters ..... Spectacular feature .....  
 Sign to go on roof ..... across pavement ..... flat on building ..... Length ..... Width .....  
 Remarks .....

Thus, the necessary description of the kind of sign desired can be told in fifty words. The night letter is sent "collect" and designs are forwarded by the Greenwood Company within twenty-four hours after its receipt.

### Land Irrigation by Motor Drive

Here are two interesting pictures of large scale land irrigation by motor drive. The first installation was at the irrigation plant of the Moulton Irrigated Land Co. near Princeton, Butte County, Cal. It consisted of a 30-inch centrifugal pump driven by a 150 hp. Westinghouse Induction motor, which was designed to deliver 30,000 gallons at a head of eighteen feet. However, because of the unusual height of the river last spring, the horse-powerage jumped to 225, or 50 per cent overload. Nevertheless, the



A motor-driven pump that successfully irrigated 1,500 acres of beans, barley and wheat near Princeton, Butte County, California.

motor kept steadily at work, irrigating about 1,500 acres of beans, barley and wheat. If the motor had failed at this particular time the crop would have been lost. Power for the motor is derived from the 60,000 volt lines of the Pacific Gas & Electric Co. The cost of installing the irrigation system has not exceeded \$15 an acre, while the value of the land has increased from \$50 to \$75 an acre. The per acre cost does not exceed \$1.25 including labor.

The above company also employed a motor-driven pump on a barge in order that its rice fields along the Sacramento River might be properly irrigated. The barge is towed from point to point by a gasoline launch and is said thus to accomplish what otherwise would require four stationary plants. The system comprises a 20-inch Dow centrifugal pump belted to a 100 hp. Westinghouse induction motor. Power is derived at the four pumping points from

11,000 volt lines of the Pacific Gas & Electric Co. A bank of transformers on the barge transforms this current to 440 volts for use by the motor. The pump handles



This barge, with its motor-driven pump, has been of great service in irrigating rice fields along the Sacramento River.

about 16,000 gallons of water, and the motor has demonstrated its ability to weather adverse river height for long periods of time.

### Illuminated Folding Bed

The man who likes to read in bed evidently was not forgotten by a Los Angeles inventor who recently devised a novel folding bed. When the bed is in use, a canopy is let down over the front after the manner of a Pullman berth, thereby shutting out the light from the room. An electric light installed over the head of this bed quite completes the Pullman idea, and the occupant may read within this well lighted recess as far into the night as he may desire, and with full assurance of perfect seclusion.

### Theater Vehicle Call System

The Edwards vehicle call system is an ingenious plan that is said to greatly facilitate the handling of after-theater and department store crowds, by the curb attendant, who, under the old plan, has had well nigh more than he could attend to in looking after vehicle calls and alighting passengers. The central idea of the new system is an annunciator contained in a steel weather-proof case over the main entrance of the theater or department store. By means of switches, the curb attendant may produce any combination of figures within the limits of the system, an incandescent lamp providing illumination for the figures. A card, bearing a number, is presented to the passenger as he alights from his car, and a duplicate of the same handed to the chauffeur, who then drives away to await the appearance of the number he holds on the annunciator. Of course, the number is announced when the passenger leaves the theater, store or club, as the case may be, and presents his card to the attendant.

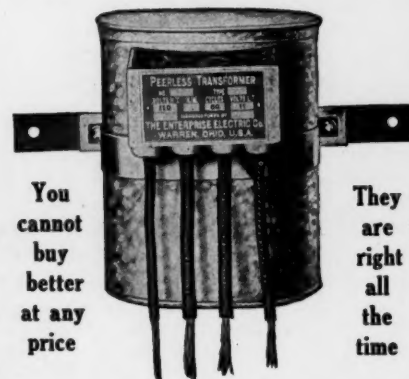
### A Record Electrical Supply Order

The Manhattan Electrical Supply Company has the contract to install over 5,000 receptacles and plates in the new Municipal Building in New York City. This is understood to be the largest order ever placed for this type of equipment in a single building.

### R. P. Stevens

R. P. Stevens who recently resigned as president and general manager of the Lehigh Valley Transit Company of Allentown, Pa., has been elected president of the Mahoning & Shenango Railway & Light Company and its subsidiaries, effective October 1.

## Sign Transformers



You cannot buy better at any price

They are right all the time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

**PEERLESS**

**THE ENTERPRISE ELECTRIC CO.**  
WARREN, OHIO

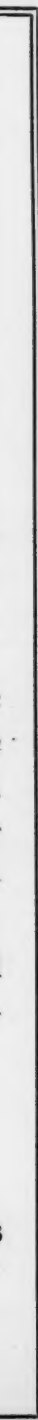
## Push Sterling Lamps

in conjunction with your Residence Lighting Campaign this Fall.

Right now, while you're looking for a big increase in your lighting load, a steady use of Sterling Prestige and our Cooperative Profit-Guaranteeing Selling Plan will make that increase doubly sure.

**Sterling Electric Lamp Works**

of  
General Electric Company  
Warren, Ohio







## The Dirt-less Workman



Your Company Name  
Goes Here

# A Booklet For Your Wiring Campaign

The best wire-your-house appeal that has ever been printed. Diagrams and photographs show how the already-built house is wired without damage, and prove that electric light is not *expensive*, that it has become the *poor man's light*.

The booklet encloses with bills or letters without extra postage—16 pages of easy-reading type and straight talking pictures. Cover in two colors. Same design front and back. Either side is right-side-up.

You need this booklet. It carries the impulse that will sign contracts.

Ready now. Furnished in any quantity. Imprinted with your company name.

| Prices: | 10,000 or more  | 2     | cents | per | copy |
|---------|-----------------|-------|-------|-----|------|
|         | 5,000 to 10,000 | 2 1-4 | "     | "   | "    |
|         | 1,000 to 5,000  | 2 1-2 | "     | "   | "    |
|         | 500 to 1,000    | 3     | "     | "   | "    |
|         | Less than 500   | 4     | "     | "   | "    |

Ask for Sample---  
Order NOW

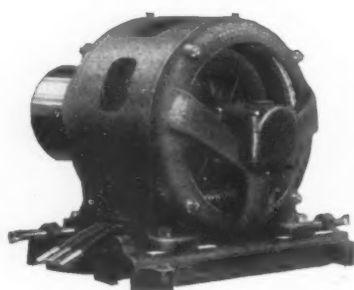
THE RAE COMPANY  
PUBLISHERS

17 Madison Ave.,

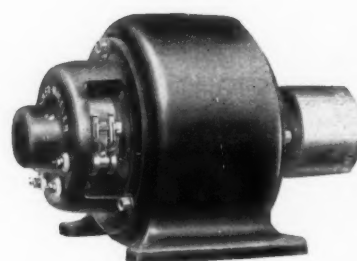
New York City



# Crocker-Wheeler Stock Motors For Prompt Shipment



*Form Q. A. C. Motor*



*Form L. D. C. Motor*

Have you ever wanted a motor—wanted it so badly that every hour of delay cost you dollars and cents in cold cash?

That's the time when you "want what you want when you want it!"

It's our business to supply the motor you want, the minute you want it.

We always carry a complete line of stock motors, both alternating current and direct, in our warehouses located at advantageous shipping points in various parts of the country.

*Write or wire your requirements to the nearest of the offices listed below. You'll get quick action.*

**Crocker - Wheeler Company, Ampere, N. J.**

## Offices At

|            |            |              |              |                |
|------------|------------|--------------|--------------|----------------|
| Baltimore  | Chicago    | Detroit      | Newark       | Pittsburg      |
| Birmingham | Cincinnati | Houston      | New Haven    | Salt Lake City |
| Boston     | Cleveland  | Indianapolis | New York     | San Francisco  |
| Buffalo    | Denver     | Los Angeles  | Philadelphia | Syracuse       |